**Zaalima Sales Data Insight Report**

**1. Executive Summary**

Zaalima’s total sales reached **$12.64 million** with an overall profit of **$1.47 million**, showing steady performance across global markets. The **Technology** category led growth, while **Office Supplies** delivered the highest sales volume. However, there are noticeable regional disparities — profits were concentrated in **Europe and North America**, while **Africa and Latin America** underperformed against targets.

**2. Objective / Business Question**

The analysis aims to identify key performance drivers and regional differences across product categories and segments, supporting decisions to enhance profitability and geographical sales balance.

**3. Key Metrics / KPIs**

* Total Sales: **$12.64M**
* Total Profit: **$1.47M**
* Profit Margin: **11.6%**
* Quantity Sold: **178K units**
* Sales vs Target Achievement: **145% overall**
* Regional Sales: **Europe (4.74M), Americas (3.1M), Asia-Pacific (2.9M), Africa (725K)**

**4. Insights & Findings**

* **Technology drives profitability:**  
  The Technology category contributed **over 40% of total profits**, led by high-margin products such as Copiers and Phones.  
  *Why it matters:* It validates continued investment in digital and high-end tech SKUs.  
  *Recommendation:* Expand R&D and marketing efforts in the Technology segment.
* **Regional sales imbalance:**  
  Europe achieved **over 150% of its target**, while Africa and Latin America remained below **60%**.  
  *Why it matters:* Indicates regional performance gaps limiting global growth consolidation.  
  *Recommendation:* Introduce location-specific pricing and logistics optimization for slower markets.
* **Consumer segment dominance:**  
  The Consumer segment generated the majority of sales (**≈70%**), while Corporate and Home Office lagged behind.  
  *Why it matters:* Heavy reliance on B2C may increase volatility.  
  *Recommendation:* Diversify into B2B through managed corporate contracts.
* **Product-specific growth levers:**  
  Sub-categories such as **Tables, Copiers, and Appliances** show higher adjusted sales correlation.  
  *Why it matters:* These can act as priority categories for cross-selling.  
  *Recommendation:* Bundle complementary items (e.g., Chairs + Tables) in digital promotions.
* **Profit variability across regions:**  
  While Europe and North America maintained stability, emerging markets showed inconsistent margins.  
  *Why it matters:* Exchange rate and discount variations lower margins.  
  *Recommendation:* Refine discounting policies and adjust cost structures regionally.

**5. Supporting Visuals**

* Chart 1: Sales vs Target by Region
* Chart 2: Profit by Category (Technology, Furniture, Office Supplies)
* Table 1: Segment-wise Sales and Profit Contribution

*(Visuals will be formatted in Word with labeled graphics from Power BI exports.)*

**6. Limitations**

* Limited visibility into quarterly customer churn or repeat purchase behavior.
* Currency normalization assumptions across multi-region sales may slightly skew profitability ratios.

**7. Next Steps / Recommendations**

* Develop **regional sales improvement plans** for Latin America and Africa.
* Run **market-specific A/B tests** for discount sensitivity on Office Supplies.
* Prioritize **Technology and high-margin Furniture** categories in Q4 campaigns.
* Implement **segmented performance dashboards** for proactive decision-making.