

Overall Business Performance



Total Revenue

\$12.6M

Total Order

25035

Total Customer

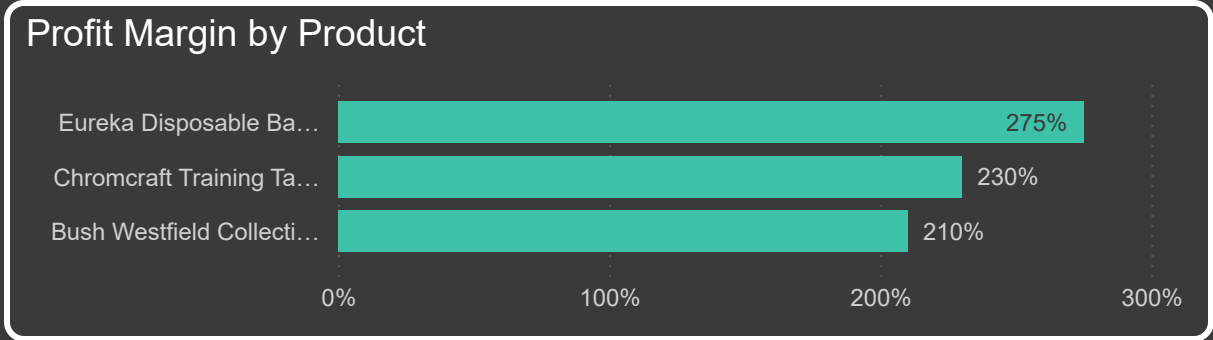
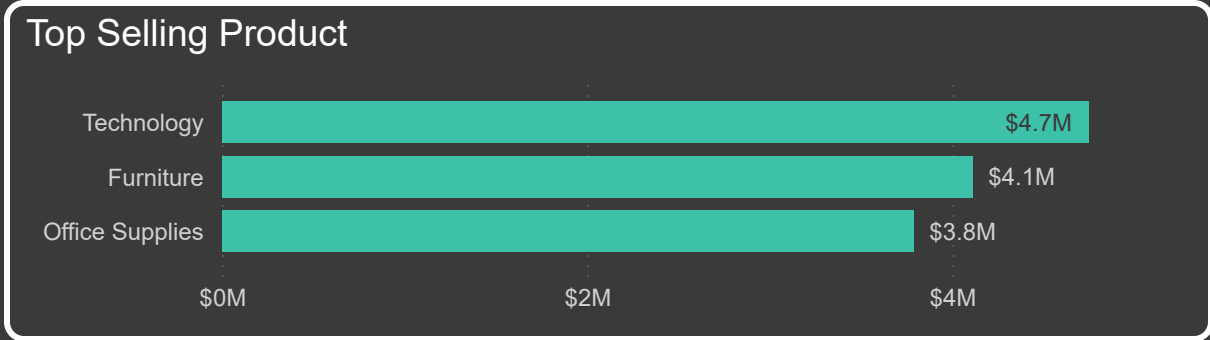
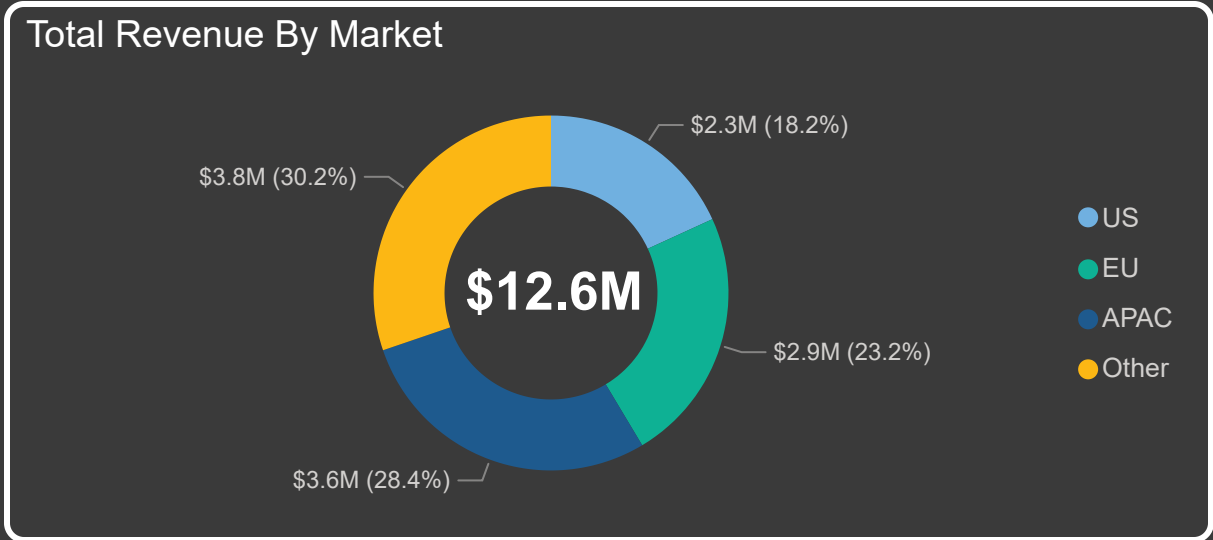
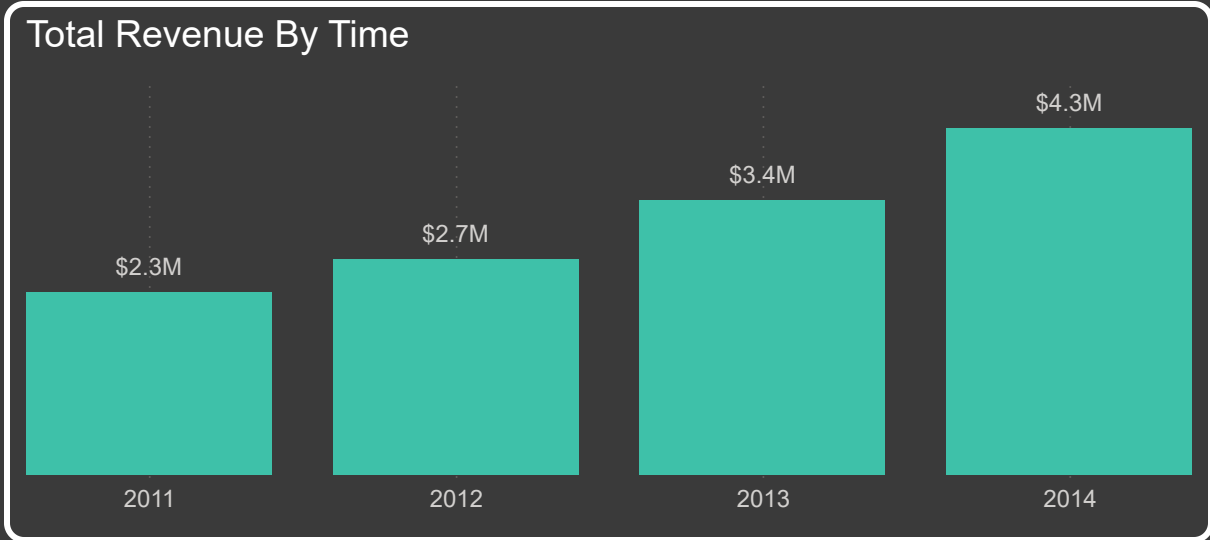
1590

Total Profit

\$3.3M

Profit Margin

26%



Market Analysis

Total Revenue

\$12.6M



Choose A Time Frame

All



Total Order

25035

Total Customer

1590

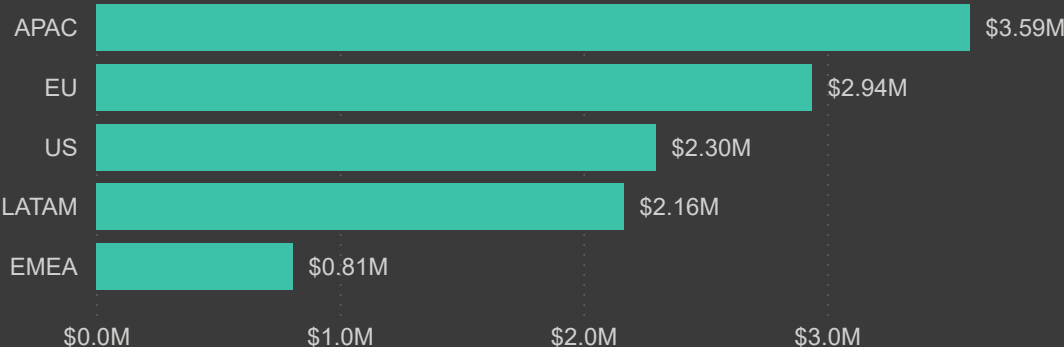
Total Profit

\$3.3M

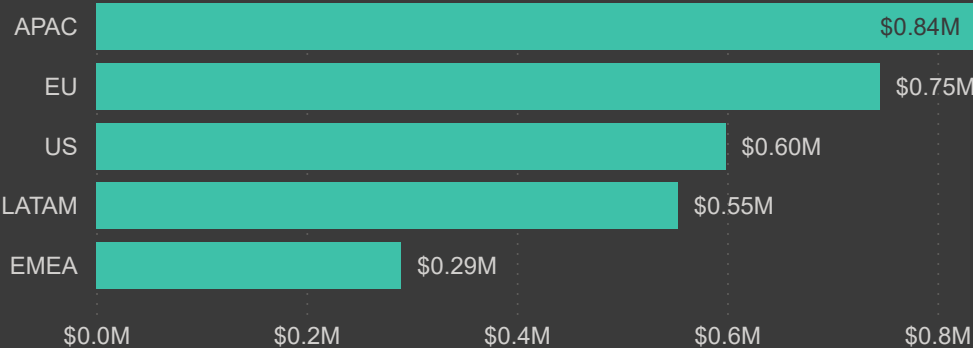
Revenue By Location



Top Location By Revenue



Top Location By Profit



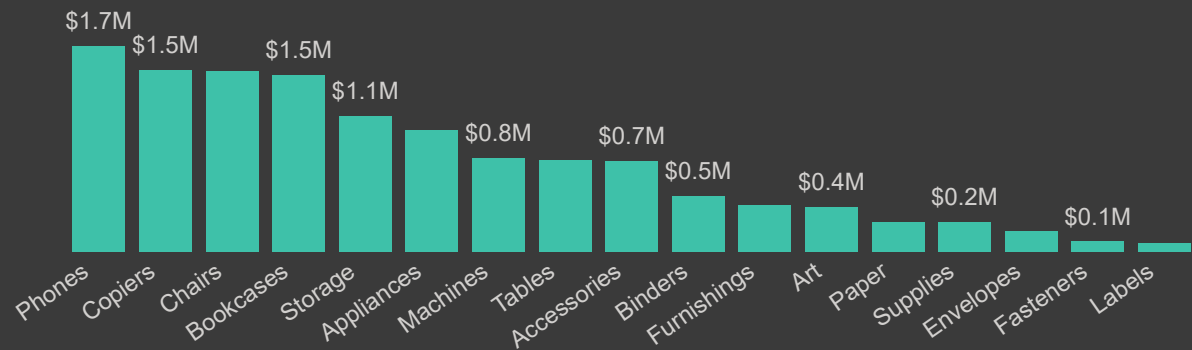
Product Analysis



Total Revenue

\$12.6M

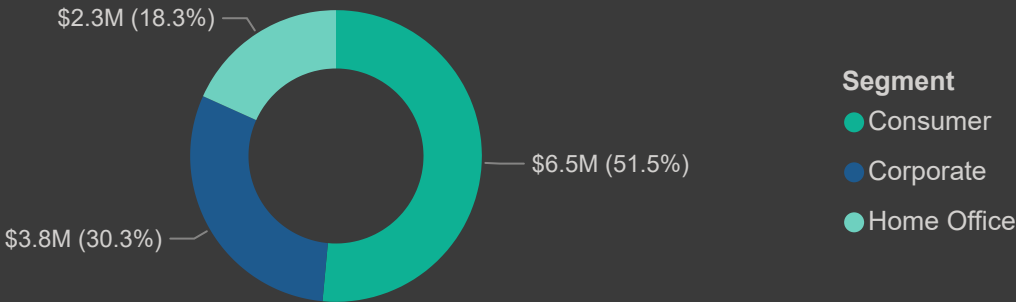
Revenue By Product Type



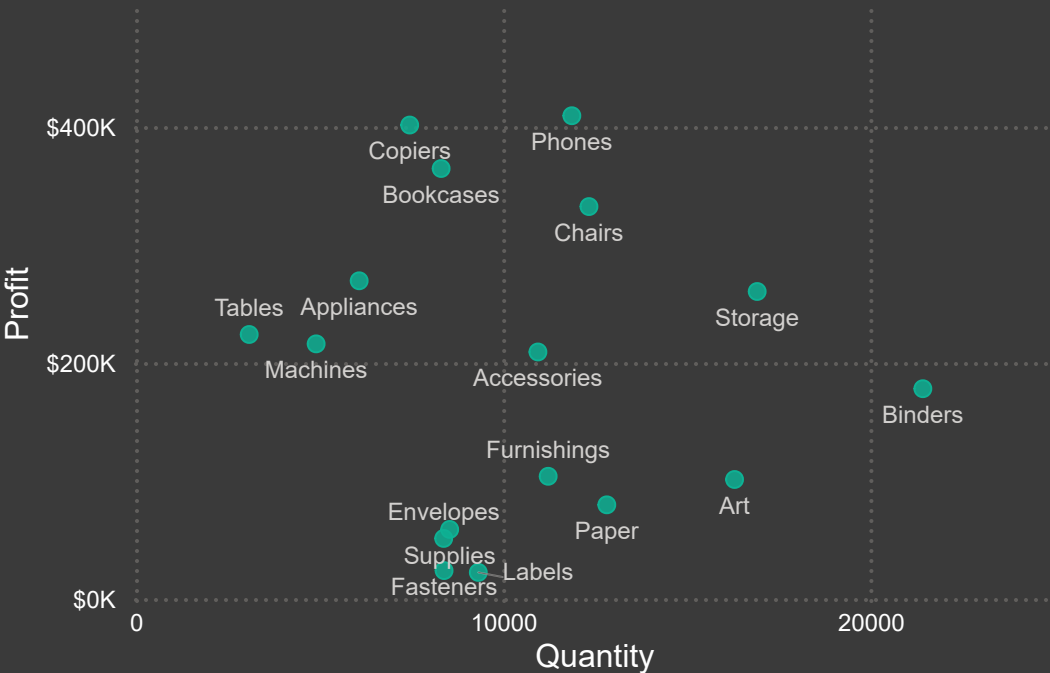
Choose A Time Frame

All

Revenue By Customer Type



Product Classification



Revenue Loss By Sales Return



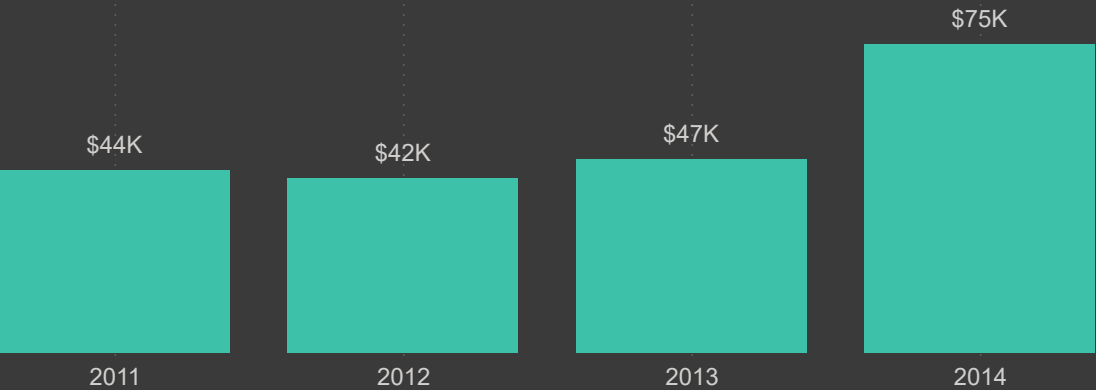
Total Revenue Loss

\$819K

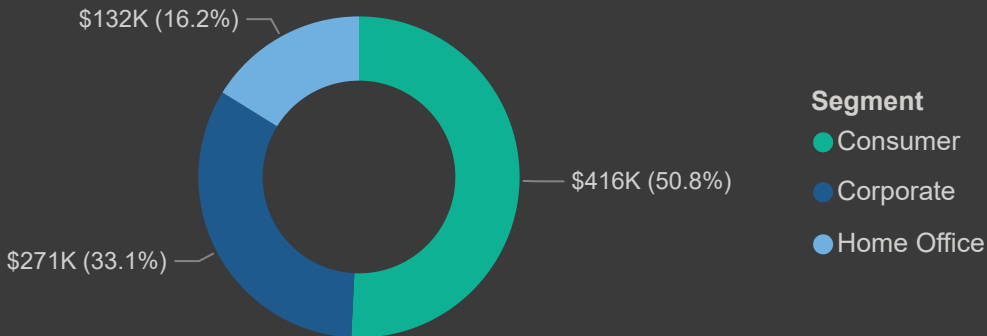
Total Profit Loss

\$209K

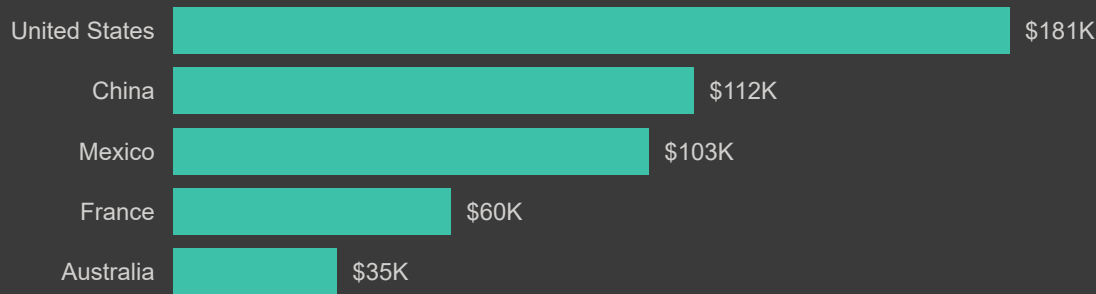
Total Revenue Loss Per Year



Revenue Loss By Customer Type



Revenue Loss By Country



Revenue Loss By Product Type



Insights & Recommendations



I. Insights

1. Overall Performance:

- In 4 years since 2011, Superstore earned a total revenue of \$12.6m. The revenue increased gradually, from \$2.3m in 2011 to \$2.7m (2012), \$3.4m (2013) and \$4.3m (2014).
- APAC contributed the most for the success of Superstore, with \$3.6m (28.4%). Follow by was the EU market with \$2.9m (23.2%) and US market with \$2.3m (18.2%)
- The product category with the highest sale was Technology with \$4.7m.
- Superstore had an average profit margin of 26%, with the highest profit margin product belonged to Eureka Disposable Bag of 275%!

2. Market Analysis:

- In 4 years from 2011 to 2014, APAC remained at the top 1 for revenue and profit. EU and US stayed in top 2 and 3 for most of the time, with the only exception of LATAM replaced US in top 3 of profit in 2013 for only \$1k difference.
- Top 4 to 5 of revenue and profit contributors belonged to LATAM and EMEA / Africa.

3. Product Analysis:

- The product with highest sales was Apple Smart Phone, Cisco Smart Phone and Motorola Smartphone - all belonged to Phone Subcategory.
- Phones, copiers, chairs, bookcases and storage are top 5 of product that generated the biggest amount of revenue.
- Consumer was the largest segment of customer of Superstore - they contributed for 51.5% with a value of \$6.5m.
- Product Classification:
 - High volume, high profit: Phone, Chairs, Copiers
 - Low volume, high profit: Tables, Machines, Appliances
 - High volume, low profit: Binders, Art, Paper
 - Low volume, low profit: Fastener, Envelopes, Supplies

4. Sales Return Analysis:

- In 4 years since 2011, Superstore lost a total revenue of \$819k. The loss remained stable, from \$44k in 2011 to \$42k (2012), \$47k (2013), but increased to \$475k in 2014.
- US contributed the most for the loss, with a total of \$180.8k. It followed by China (\$112.5k) and Mexico (\$102.7k)
- It showed that consumers was the customer segment that returned most of the goods, with 50.8% and a total of \$415.8k in term of revenue.
- Technology made Superstore the biggest loss. For particular, Copiers and Phones are 2 of the product belonged to this category that was sent back by customers the most.

II. Recommendations

1. Improve The Advantages:

- The Superstore should not change the main concept of its business, as they already done well and grow faster after each year (17% in 2011/2012, 25% in 2012/2013 and 26% in 2013/2014)
- The Superstore should stay focus and invest more on 3 main market: APAC, EU and US. They remained the top 3 market in revenue for Superstore from year to year.
- The Superstore should focus on high volume - high profit products, as they contributed the most for the growth of the business. They should also invest more to the low volume, high profit product, as Superstore already has a high base of customers - the business only need to bring these products to them to make a large sum of profit.

2. Solving The Problems:

- The Superstore should not worry much about the sales return - it stayed at an acceptable rate, only contributed for 6.4% of 4-year revenue. However, the business needs to identify the reasons for a notable increasing in sales return in 2014 after 3 stable year - it may be a indicator for something going wrong.
- The Superstore should improve its service quality in 3 country: US, China and Mexico. They were top 3 countries having the highest value of goods returned in almost every year from 2011 to 2014.
- The Superstore should improve its product quality in Technology segment, for particular Phones and Copiers. They will be the key products for Superstore, so they are needed to be invest on to keep the business flying high in the future.