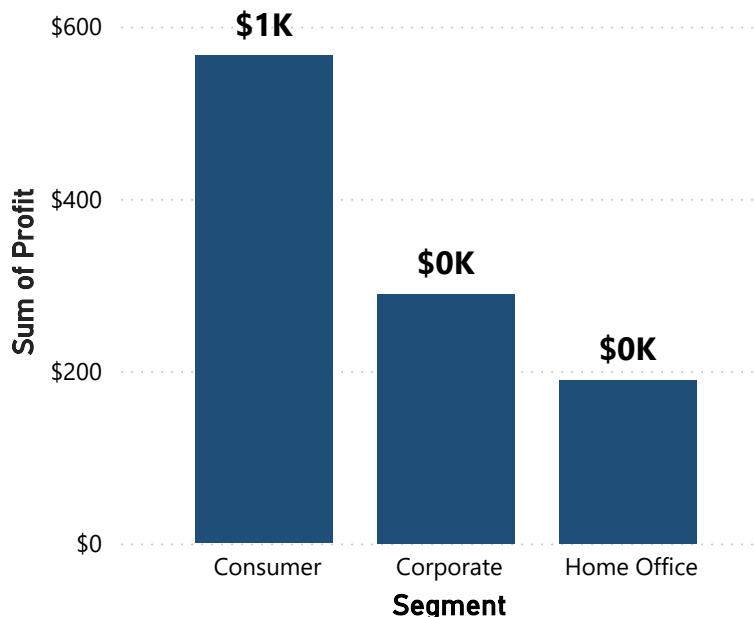


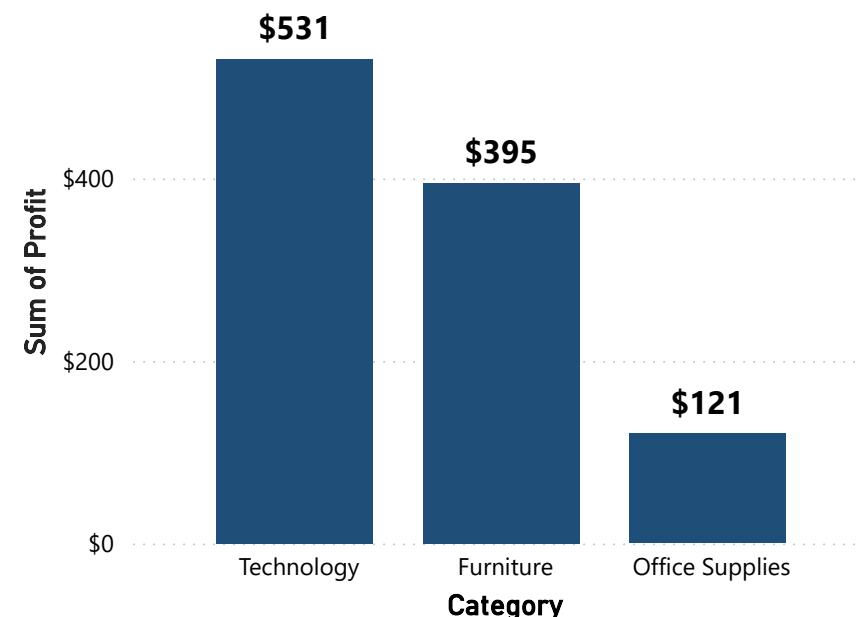
# Consumer Profit Strategy Dashboard

## Sum of Profit by Segment



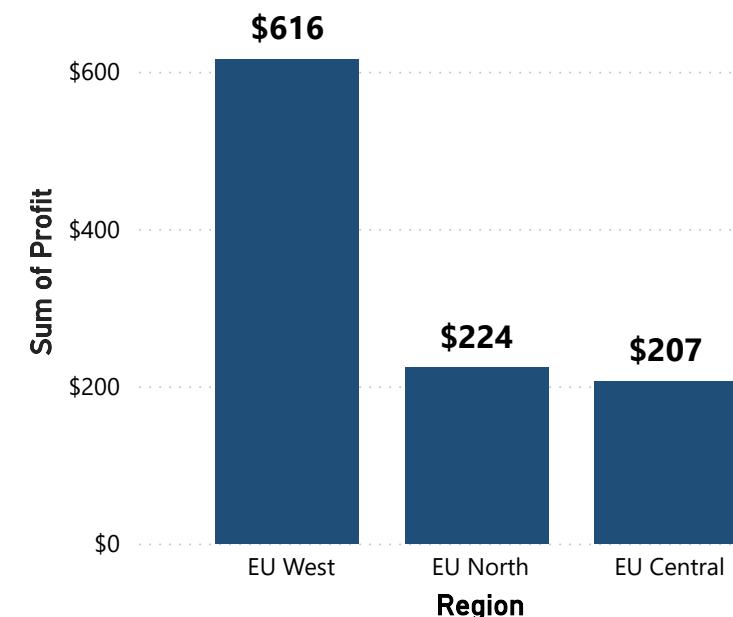
Consumer segment delivers the highest total profit and should be the primary target for revenue growth initiatives.

## Sum of Profit by Category



Furniture drives the strongest profitability within the Consumer segment, and should be prioritized in pricing, promotion, and inventory decisions.

## Sum of Profit by Region

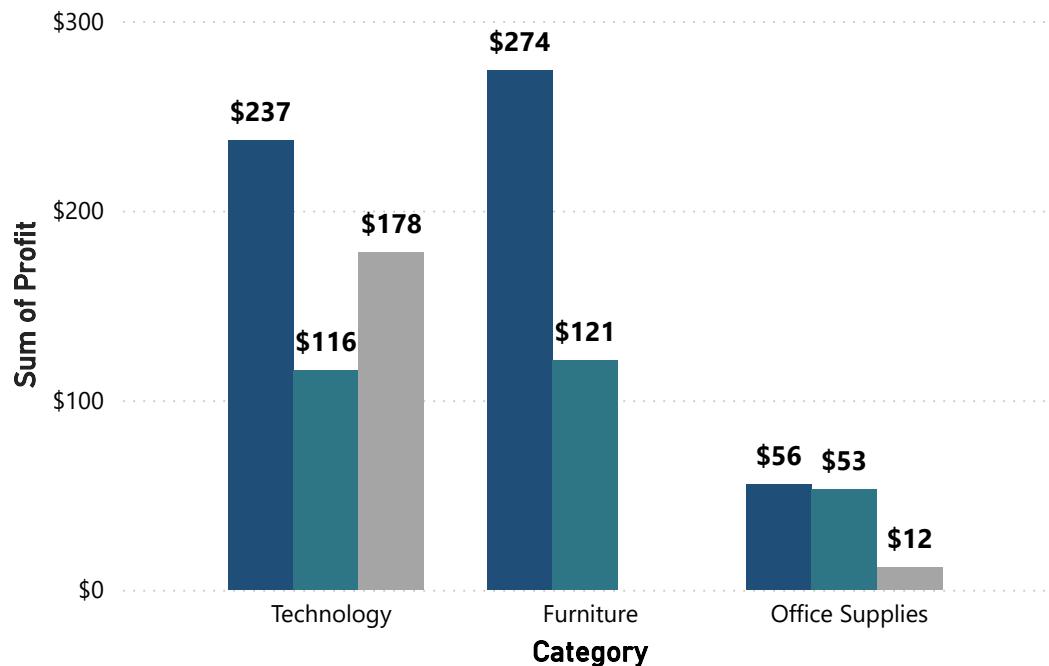


EU West generates the highest Consumer profit, indicating a strong opportunity for focused regional sales efforts.

# Segment x Category Profit Analysis

## Profit by Segment and Category

**Segment** ● Consumer ● Corporate ● Home Office



## Insights

- Consumer Technology drives the strongest profitability and should be prioritized
  - Corporate Technology shows good margin but low volume → growth potential
  - Home Office performance is weak across categories → pricing and product improvements needed

# Profit & Margin by Segment and Category

\$52.3

## Avg Profit Per Order

Category	Furniture		Office Supplies		Technology		Avg Profit Per Order	
Segment	Avg Profit Per Order	Sum of Profit	Avg Profit Per Order	Sum of Profit	Avg Profit Per Order	Sum of Profit	Avg Profit Per Order	Total Avg Profit
Consumer	\$68.5	\$274	\$18.5	\$56	\$118.5	\$237	\$62.9	\$567
Corporate	\$60.5	\$121	\$26.5	\$53	\$38.7	\$116	\$41.4	\$290
Home Office			\$12.0	\$12	\$59.3	\$178	\$47.5	\$190
<b>Total</b>	<b>\$65.8</b>	<b>\$395</b>	<b>\$20.1</b>	<b>\$121</b>	<b>\$66.4</b>	<b>\$531</b>	<b>\$52.3</b>	<b>\$1,047</b>

# Monthly Performance Analysis

**\$1,047**

Total Profit

**20**

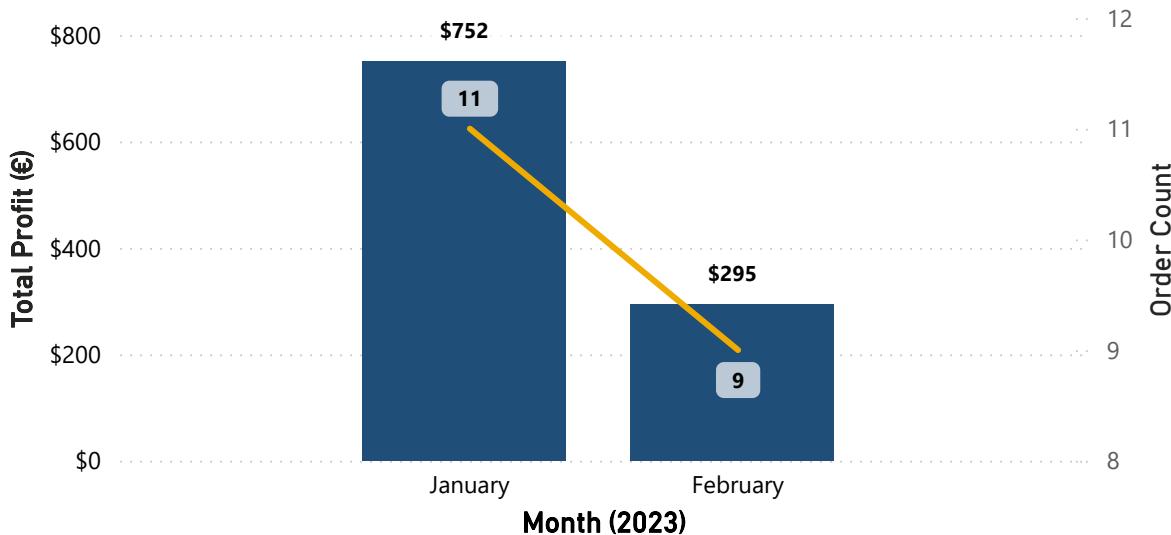
Total Orders

**\$52.3**

Avg Profit Per Order

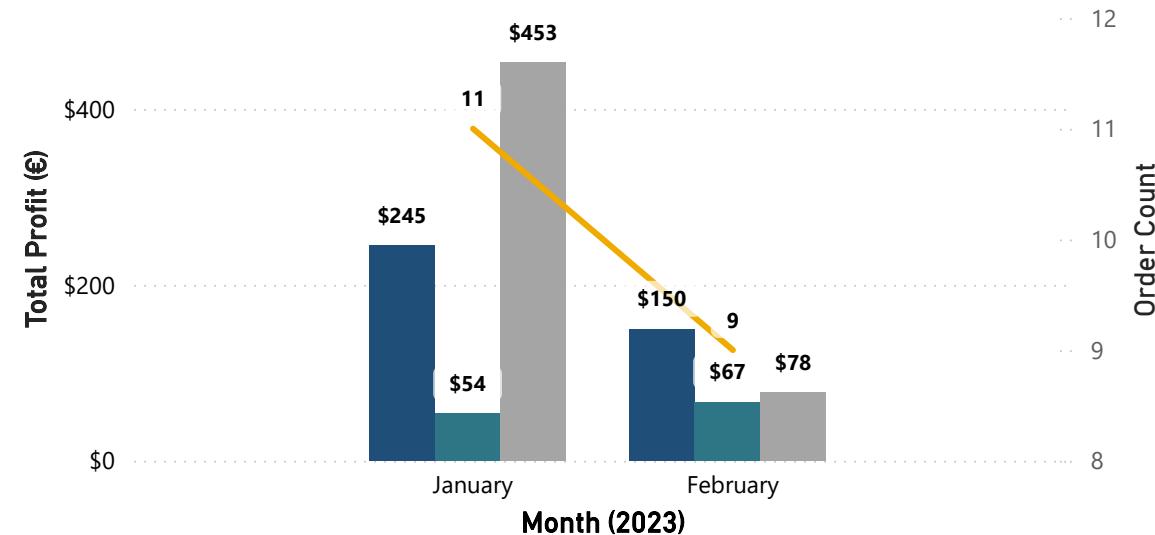
## Monthly Profit and Order Trends

● Total Profit ● Order Count



## Category-Level Monthly Performance

Category ● Furniture ● Office Supplies ● Technology ● Order Count



## Insight — Regional Performance Strategy

January profit strength was driven by high Technology demand, especially from Consumer and Home Office segments.

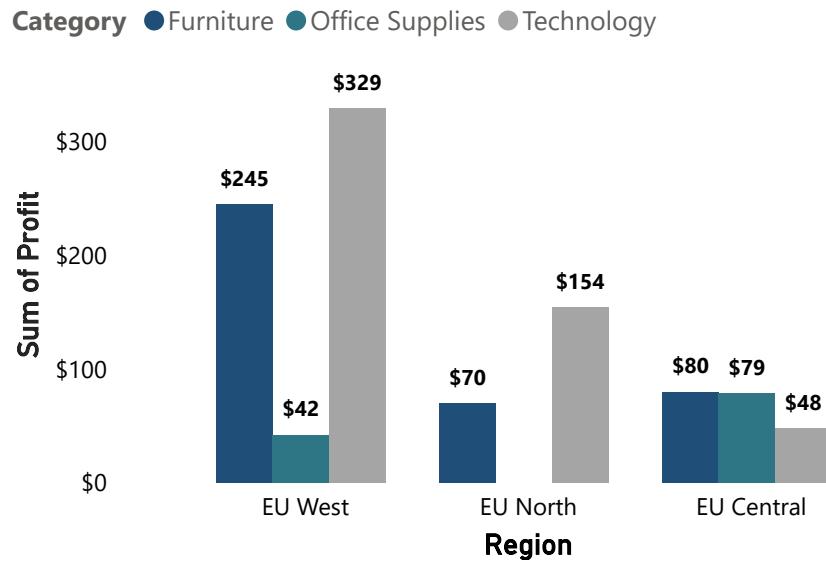
February saw a major drop in Technology profit due to lower Consumer engagement, while Corporate remained stable but small.

Recommendation:

Focus on targeted Technology promotion for Consumer + Home Office in February and beyond to recover profitability while maintaining Corporate engagement efficiently.

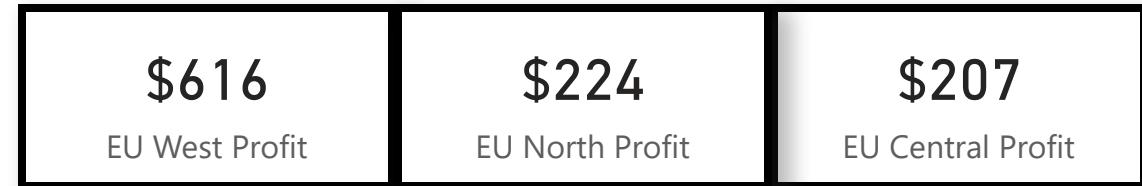
# Regional Profit Strategy - Europe

## Region Profit by Category - Europe



## Regional Profit Heatmap - Segment \* Category

Segment	EU Central	EU North	EU West	Total
Consumer	\$120	\$44	\$403	\$567
Corporate	\$39	\$110	\$141	\$290
Home Office	\$48	\$70	\$72	\$190
<b>Total</b>	<b>\$207</b>	<b>\$224</b>	<b>\$616</b>	<b>\$1,047</b>



## Regional Profit Strategy — Europe

- EU West drives the highest profit — led by Consumer Technology  
→ Prioritize premium pricing, product availability, and targeted promotions
- Corporate performance is strongest in EU North  
→ Expand strategic B2B partnerships and large-volume deals
- EU Central remains weaker across categories  
→ Improve category mix and launch focused marketing campaigns
- Home Office segment is weak in every region  
→ Investigate needs and test bundle discounts + value-focused offerings

### Bottom Line:

Focus high-growth investments in EU West + EU North while executing turnaround strategy in EU Central and the Home Office segment.

# European Performance: Deep Dive - EU West

Top Region Profit - EU West

\$616

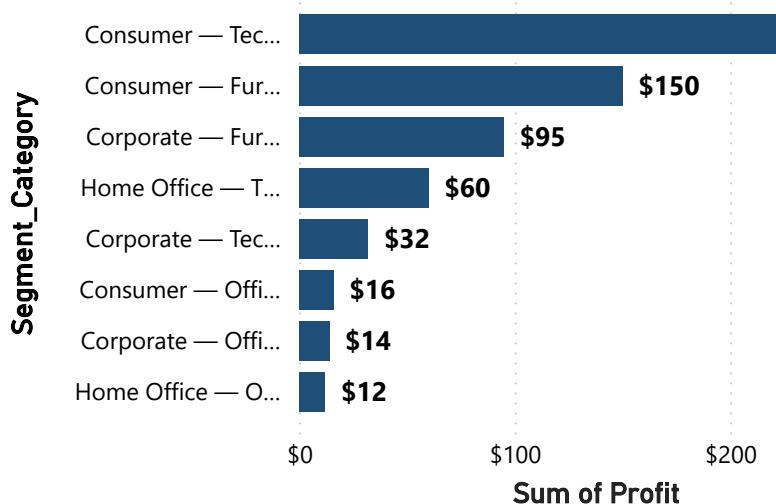
Top Profit - Europe

\$1,047

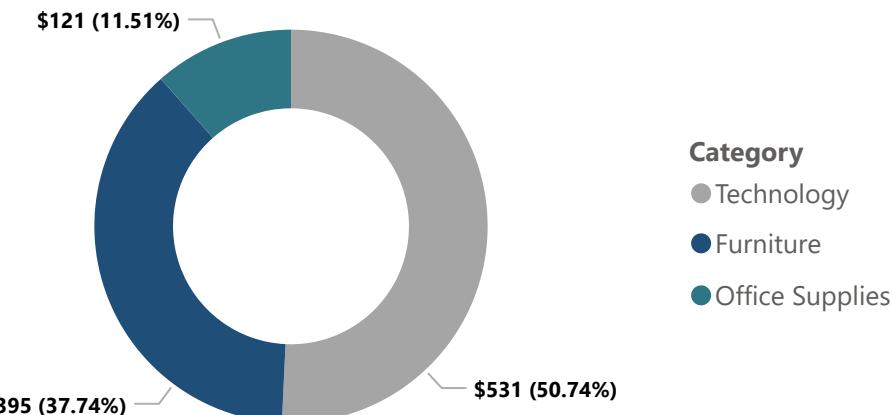
Top Category Profit - Technology

\$531

EU West profit Breakdown by Segment & Category



EU West - Profit Share by Category



## Regional Opportunity Focus — EU West

- EU West is the strongest region — driven by high Consumer Technology margin
- Furniture also contributes meaningfully from Consumer + Corporate buyers
- Office Supplies is consistently weak — low margin, small engagement

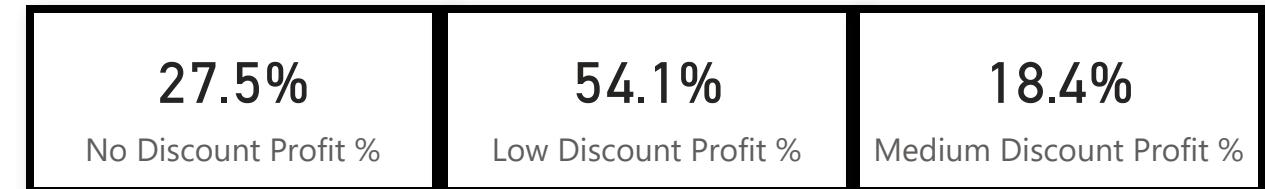
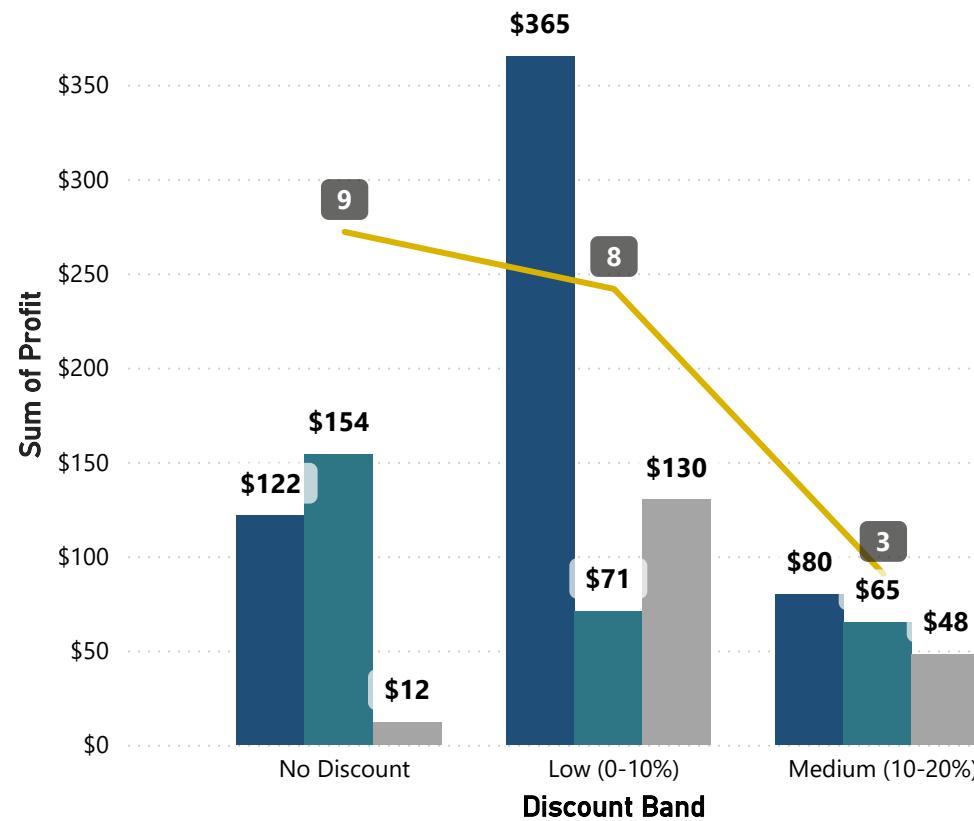
### Recommendation

Prioritize Consumer Technology growth in EU West through targeted offers + supply readiness. Optimize product mix for Furniture and reduce effort on Office Supplies unless bundled for upsell.

# Discount Strategy — High Profit Comes from Low Discounts

Profit Impact by Discount Level & Segment

Segment ● Consumer ● Corporate ● Home Office ● Order Count



Discount Band - Profit & Volume Summary				
Discount Band	Order Count	Total Profit	Avg Profit Per Order	
No Discount	9	287.50	\$31.9	
Low (0-10%)	8	566.00	\$70.8	
Medium (10-20%)	3	193.00	\$64.3	
<b>Total</b>	<b>20</b>	<b>1,046.50</b>	<b>\$52.3</b>	

Even with lower order count, low-discount sales generate most profit → reducing unnecessary discounts increases margin.