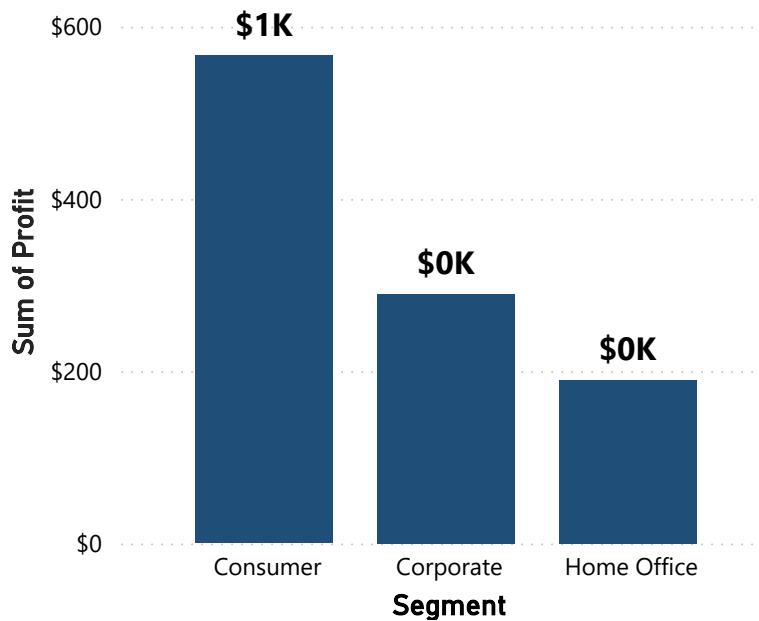
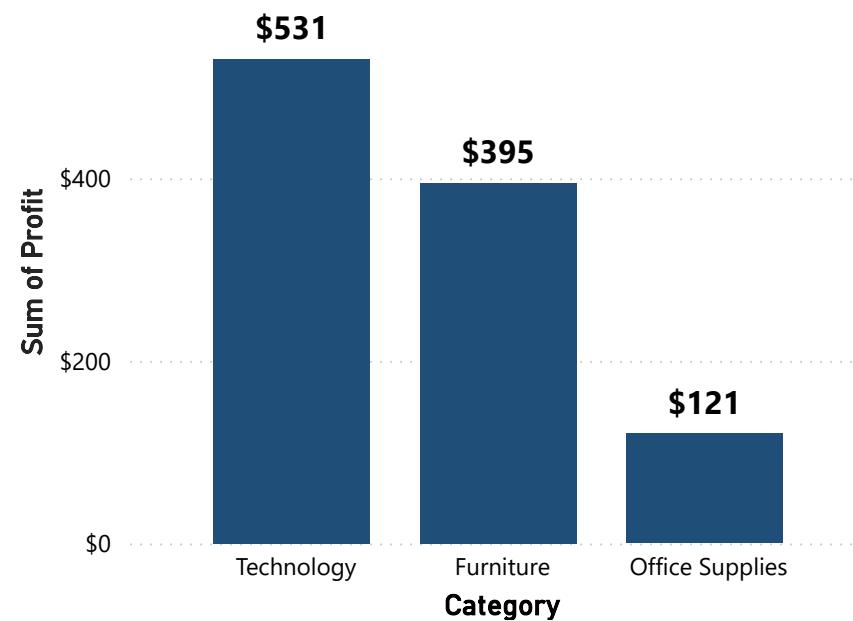


Consumer Profit Strategy Dashboard

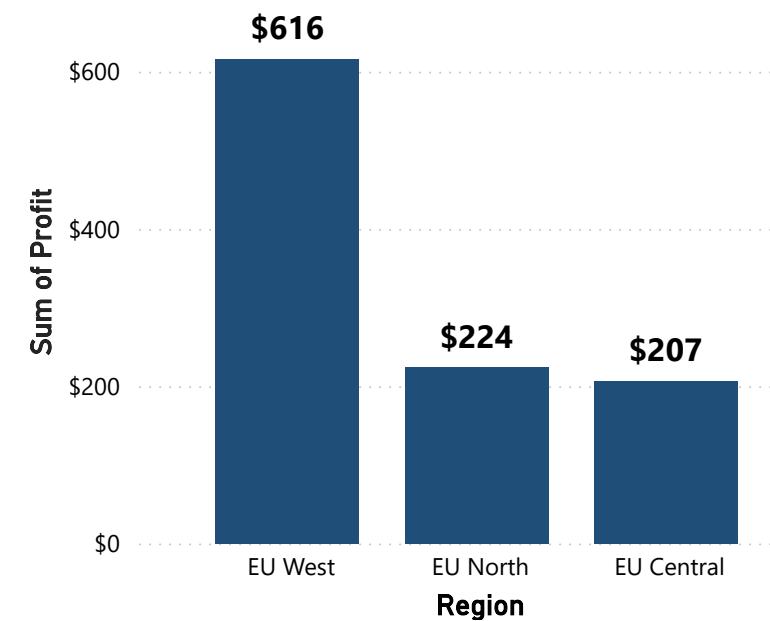
Sum of Profit by Segment



Sum of Profit by Category



Sum of Profit by Region



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

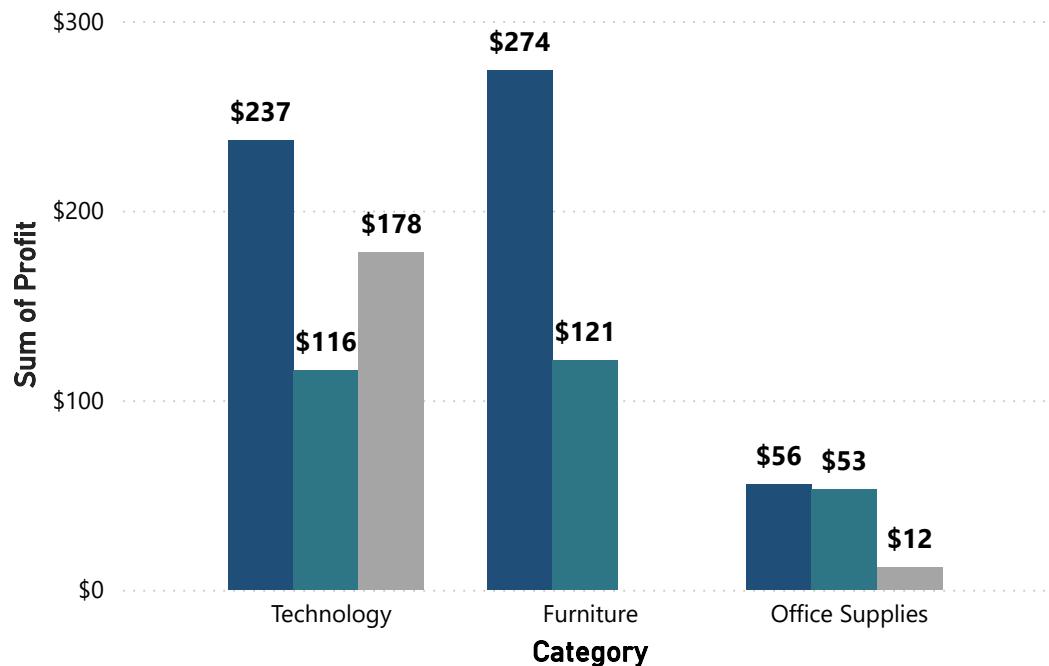
Furniture drives the strongest profitability within the Consumer segment, and should be prioritized in pricing, promotion, and inventory decisions.

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
Total	\$65.8	\$395	\$20.1	\$121	\$66.4	\$531	\$52.3	\$1,047

Monthly Performance Analysis

\$1,047

Total Profit

20

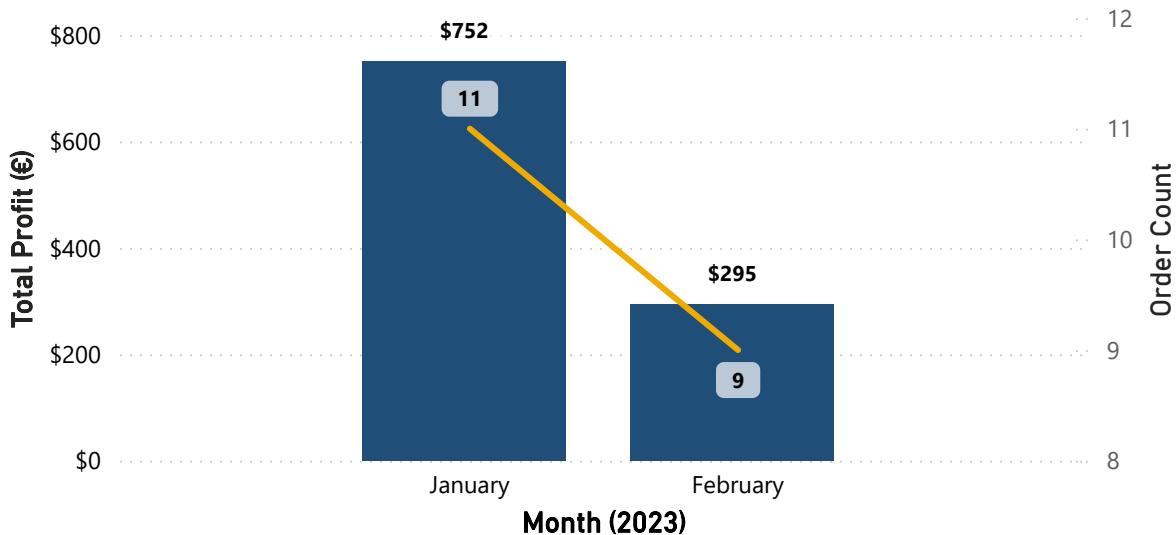
Total Orders

\$52.3

Avg Profit Per Order

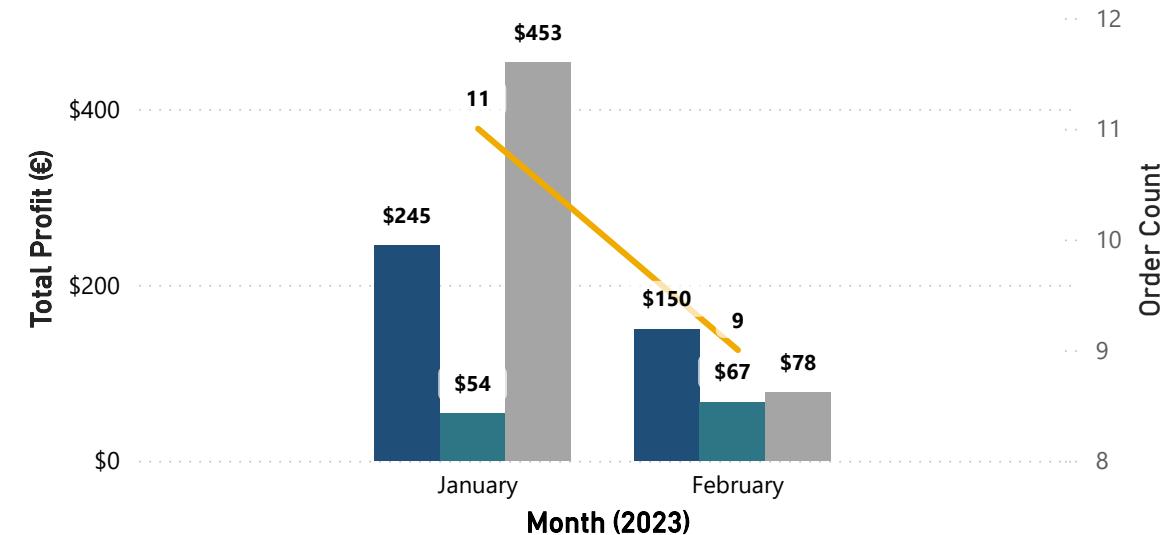
Monthly Profit and Order Trends

● 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.