

Regional Profit Performance (2016 - 2020)

Low Profits In Many Subcategories in Certain Markets

Heavy Discounts May Be a Cause of Profit Loss

Granular Level Consumer Segment and Tech Category's Sales and Profits could lead to interesting findings

Need to Analyse Market Profits according to different clusters driven by key KPIs

Cluster Wise Sub Category Sales Performance Trend

Executive Summary

Region
All

Country
All

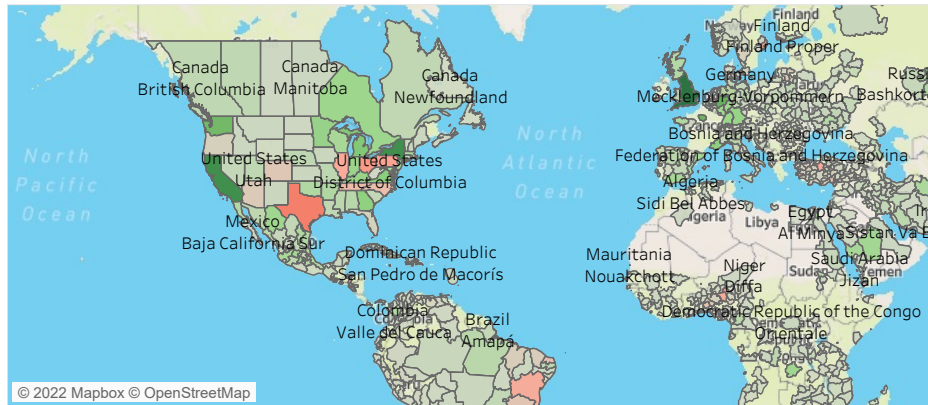
Category
All

Sub-Category
All

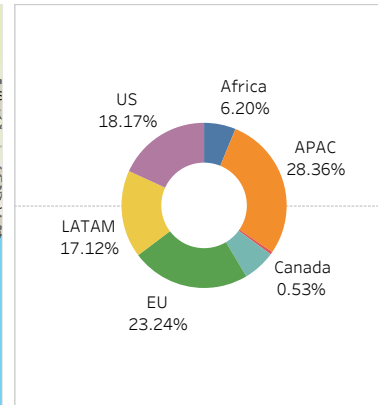
Year of Order D..
All

Quarter of Orde..
All

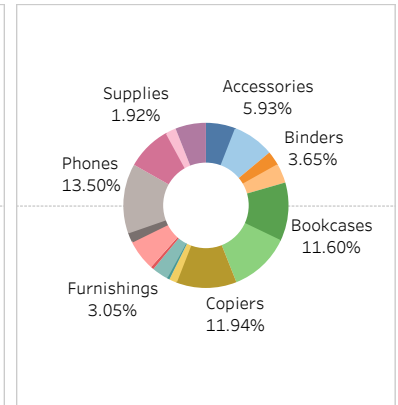
Country Profits Map



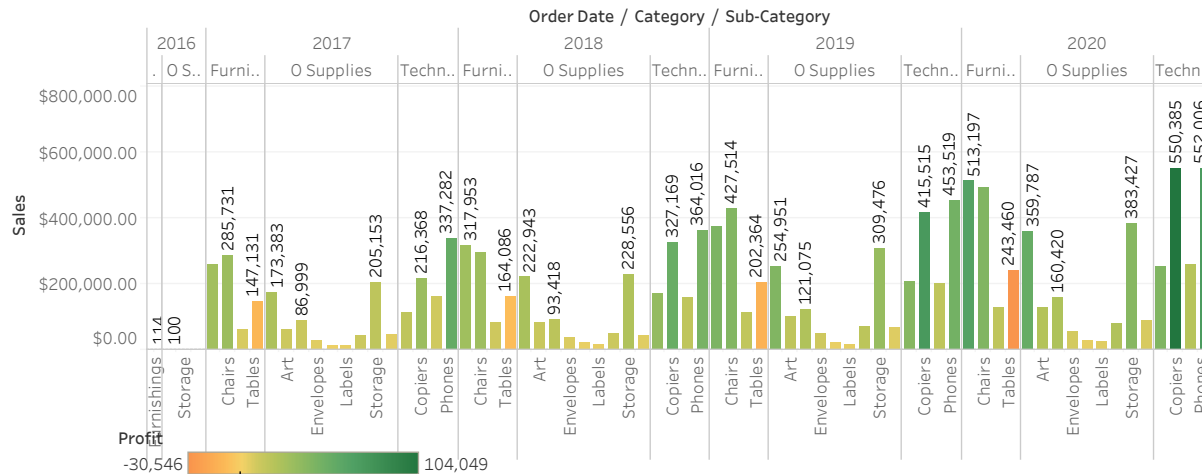
Market Sales Mix



Sub Category Sales Mix



Sales & Profits



Profits & Discounts



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Profit & Discount Trend

Profit Vs Discount - Market



Profit Vs Discount -Sub Category



Region
All

Country
All

Year of Order Date
All

Quarter of Order Date
All

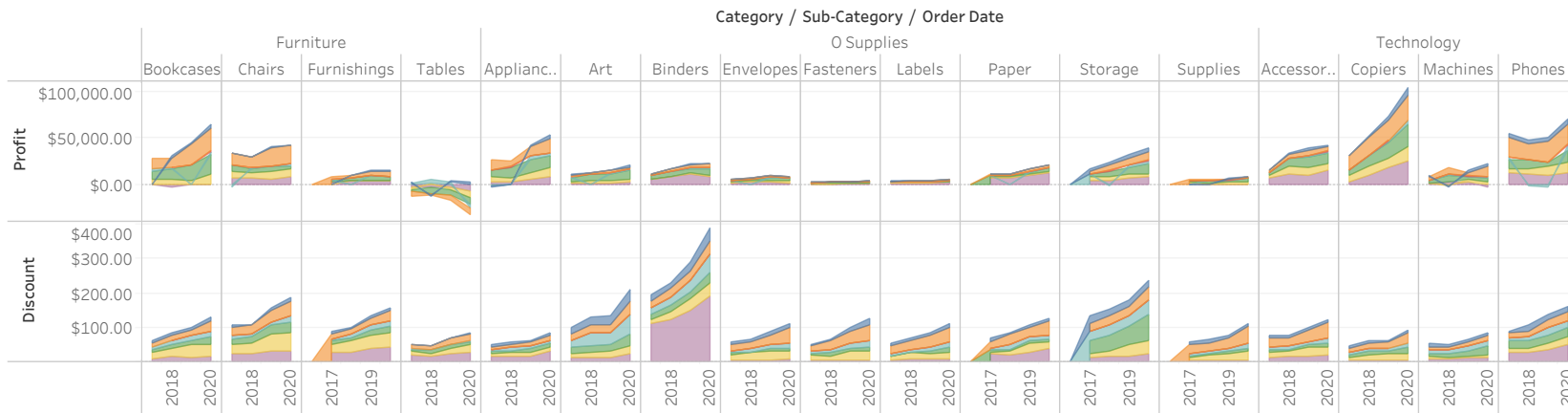
Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Market

- Africa
- APAC
- Canada
- EMEA
- EU
- LATAM
- US

Yearly Profits/Discounts per Market



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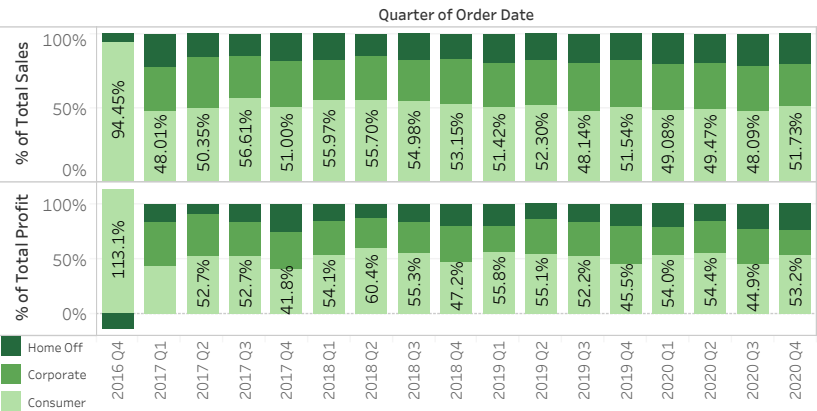
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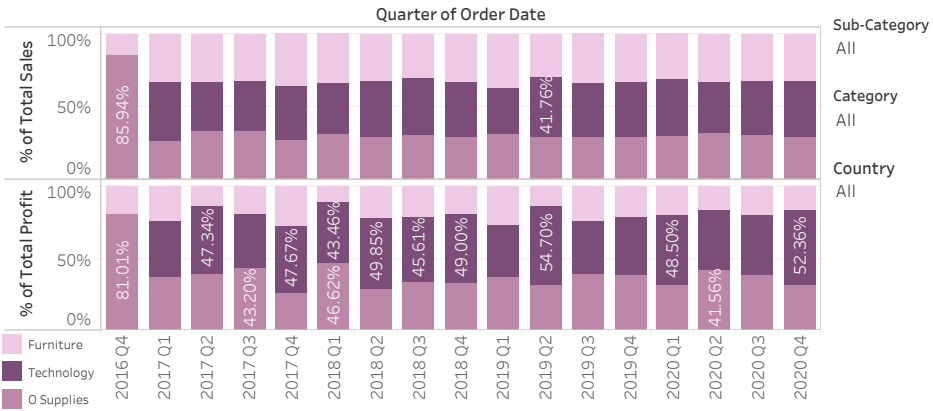
Cluster Wise Sub Category Sales Performance Trend

Sales & Profit Deep Dive

Segment Mix by % of Sales & Profit



Category Mix by % of Sales & Profit



Region

All

Sub-Category

All

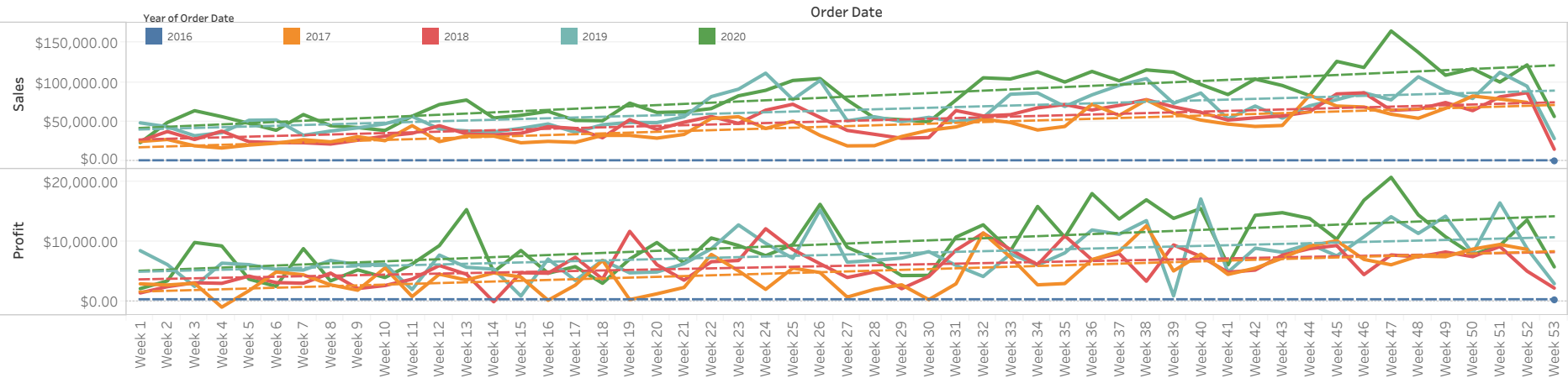
Category

All

Country

All

Cumulative Sales & Profit by Week of the Year



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Cluster Wise Sub Category Sales Performance Trend

Cluster Segmentation

Cluster Map



Profit Breakdown

Region / Country		
Category	Sub-Catego..	Africa Nigeria
Furniture	Bookcases	\$-10,784.84
	Chairs	\$-8,265.11
	Furnishings	\$-2,161.48
	Tables	\$-4,020.92
O Supplies	Appliances	\$-8,300.06
	Art	\$-3,891.65
	Binders	\$-2,329.25
	Envelopes	\$-803.26
	Fasteners	\$-632.38
	Labels	\$-312.07
	Paper	\$-1,318.94
	Storage	\$-7,832.30
	Supplies	\$-1,667.92
	Accessories	\$-3,192.03
Technology	Copiers	\$-7,456.55
	Machines	\$-7,383.21
	Phones	\$-10,398.74

Sales Breakdown

Region / Country		
Category	Sub-Catego..	Africa Nigeria
Furniture	Bookcases	\$6,967.45
	Chairs	\$6,670.99
	Furnishings	\$1,434.80
	Tables	\$2,606.29
O Supplies	Appliances	\$5,886.10
	Art	\$2,633.26
	Binders	\$1,517.08
	Envelopes	\$620.05
	Fasteners	\$503.24
	Labels	\$211.46
	Paper	\$794.77
	Storage	\$4,755.73
	Supplies	\$1,083.80
	Accessories	\$2,483.22
Technology	Copiers	\$4,851.37
	Machines	\$4,526.61
	Phones	\$6,804.13

Discount Breakdown

Region / Country		
Category	Sub-Catego..	Africa Nigeria
Furniture	Bookcases	\$29.40
	Chairs	\$28.70
	Furnishings	\$27.30
	Tables	\$4.20
O Supplies	Appliances	\$20.30
	Art	\$85.40
	Binders	\$88.20
	Envelopes	\$29.40
	Fasteners	\$35.70
	Labels	\$25.20
	Paper	\$29.40
	Storage	\$68.60
	Supplies	\$31.50
	Accessories	\$25.90
Technology	Copiers	\$26.60
	Machines	\$30.10
	Phones	\$47.60

Quantity Breakdown

Region / Country		
Category	Sub-Catego..	Africa Nigeria
Furniture	Bookcases	96
	Chairs	102
	Furnishings	95
	Tables	21
O Supplies	Appliances	77
	Art	311
	Binders	267
	Envelopes	77
	Fasteners	116
	Labels	68
	Paper	105
	Storage	211
	Supplies	116
	Accessories	74
Technology	Copiers	73
	Machines	101
	Phones	146

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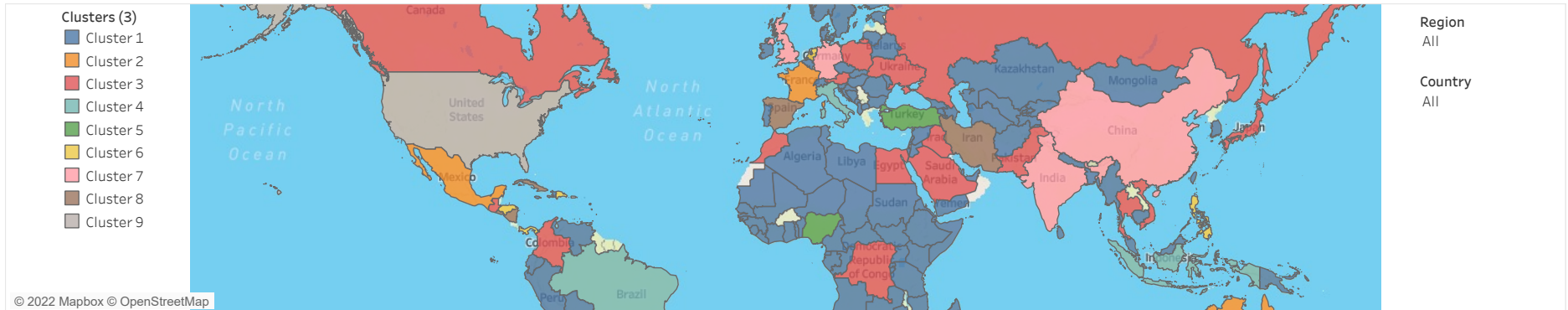
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Cluster Sales Performance

Cluster Map



Yearly Sales Performance

