



Past year revenues drop investigation

Pens & Printers



23% drop in revenues from the past year

The good: revenues drop doesn't come from sales: **total sales** are **stable or trending up** in all regions.

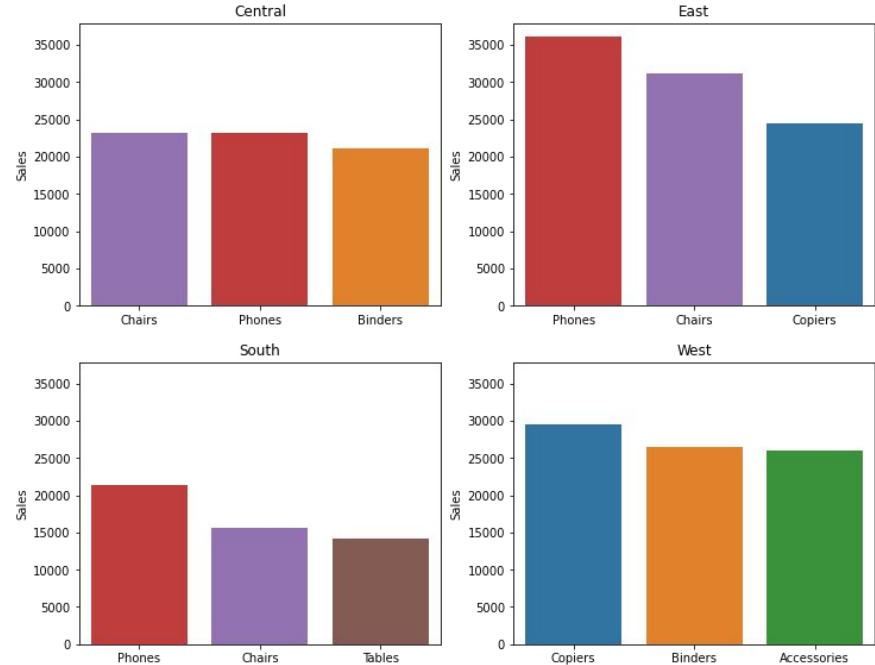
The bad: **Year-Over-Year sales** are somewhat **stable** but in the **Central** and **South** regions **Year-Over-Year profits** are **falling sharply**.

The ugly: higher total sales in Central and South regions potentially driven by the pervasive use of **discounts**.

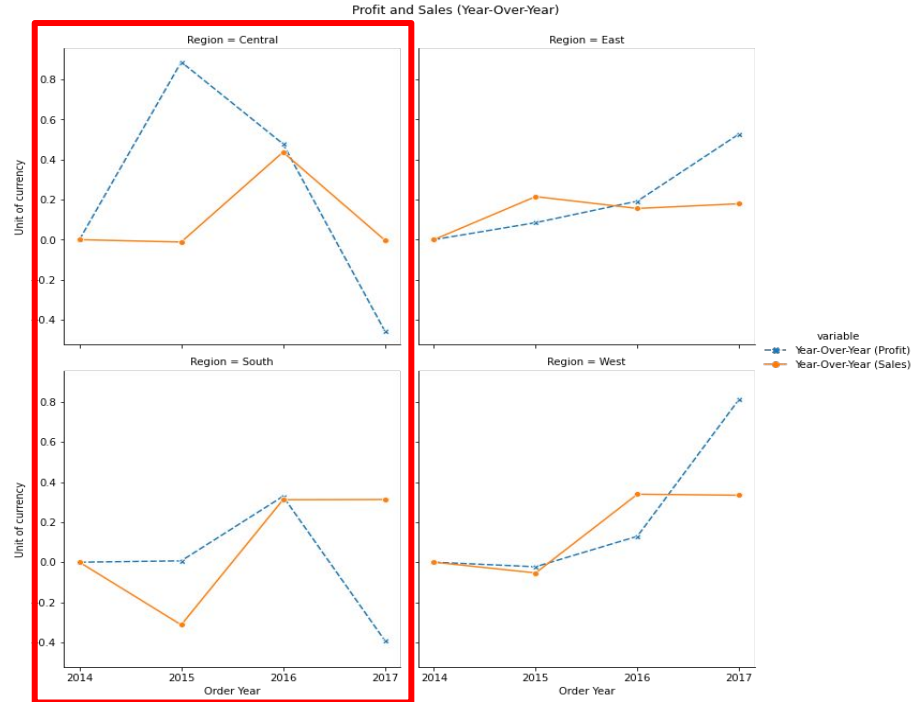
Top product subcategories by sales

- Sales for phones and chairs is in the top 3 for all regions but West
- Binders are in the top 3 for Central and West regions
- Copiers are in top 3 for East and West regions

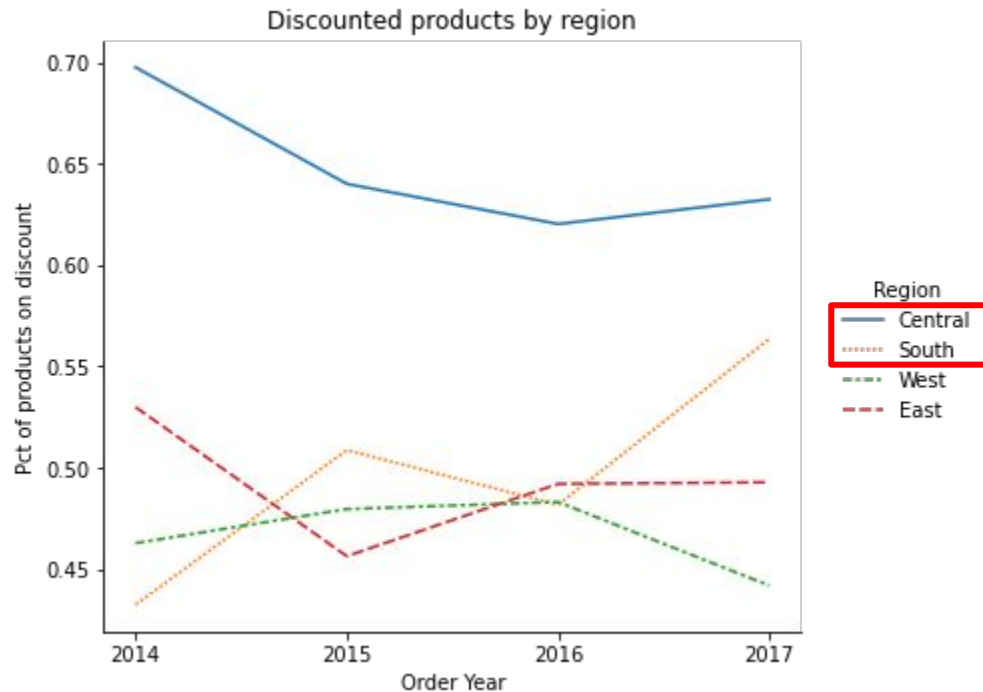
Top-3 product sub-categories by region



South and Central regions: underperforming

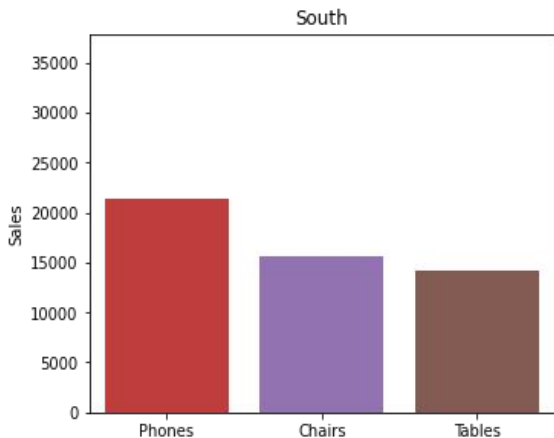
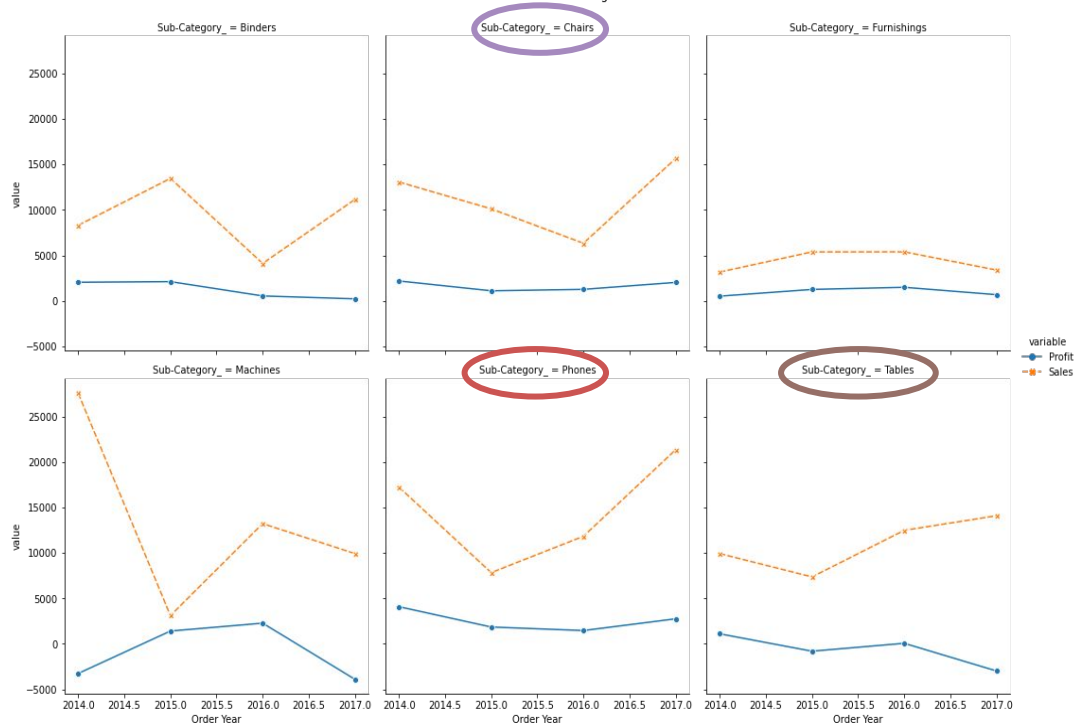


Discounts

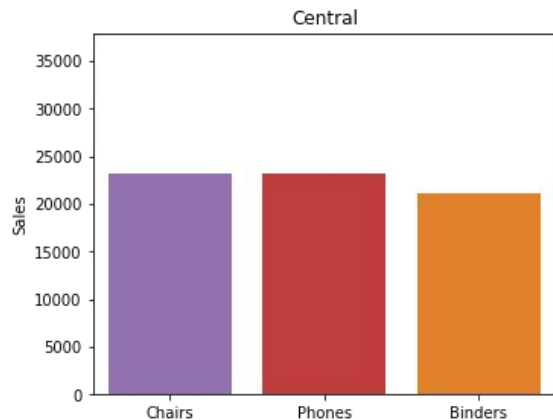
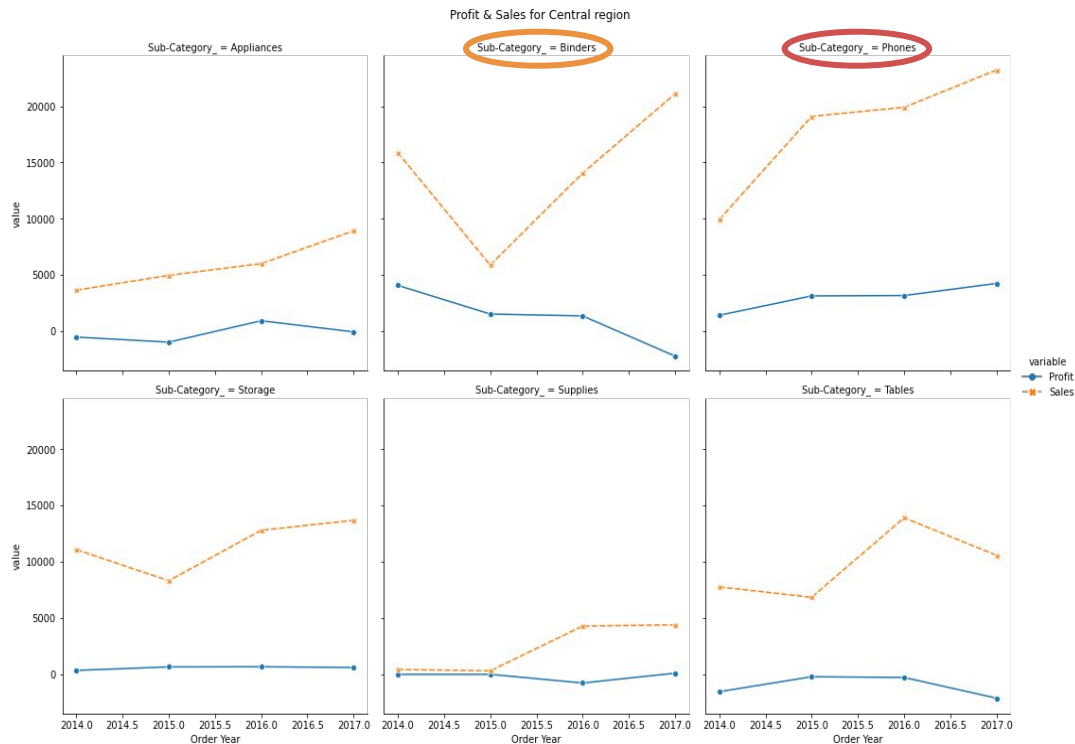


The profit / sales divergence

Profit & Sales for South region



The profit / sales divergence (cont.)



Conclusions and follow-up actions

Revenues drop doesn't come from sales: **total sales** are **stable** across all regions. But **Year-Over-Year sales** are **trending down** and **Year-Over-Year profits** are **falling sharply** in **Central** and **South** regions.

Focus on **Central** and **South** regions and on products for which sales and profit diverge most. Discounted products help sales but could also signal products for which demand is weak.