



MARKET & PRODUCT TRACKER

Overview

Market Analysis

Product Analysis

Recommendation & Insights

Business Performance Overview

Year

All

Market

All

Segment

All

Category

All

11.61%

Profit Margin

51.55%

Revenue YoY (%)

4.69%

Return Rate

92.23%

Retention Rate

\$12.64M

Total Revenue

\$11.82M

Net Revenue

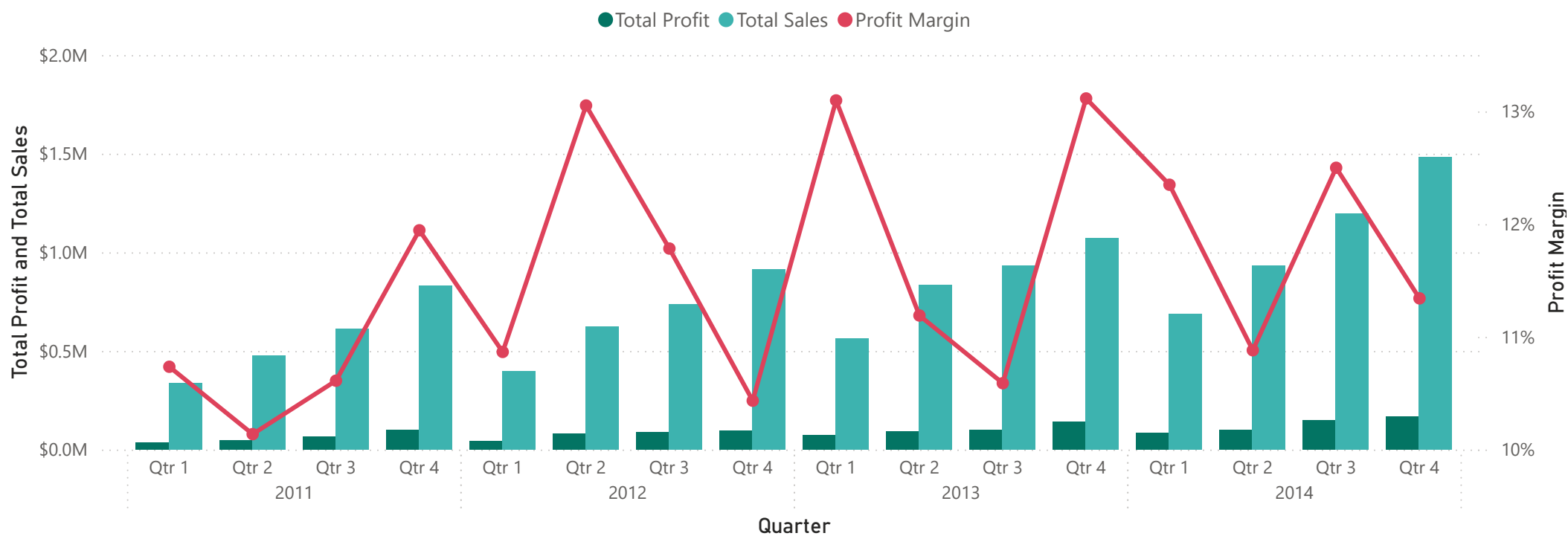
\$1.47M

Total Profit

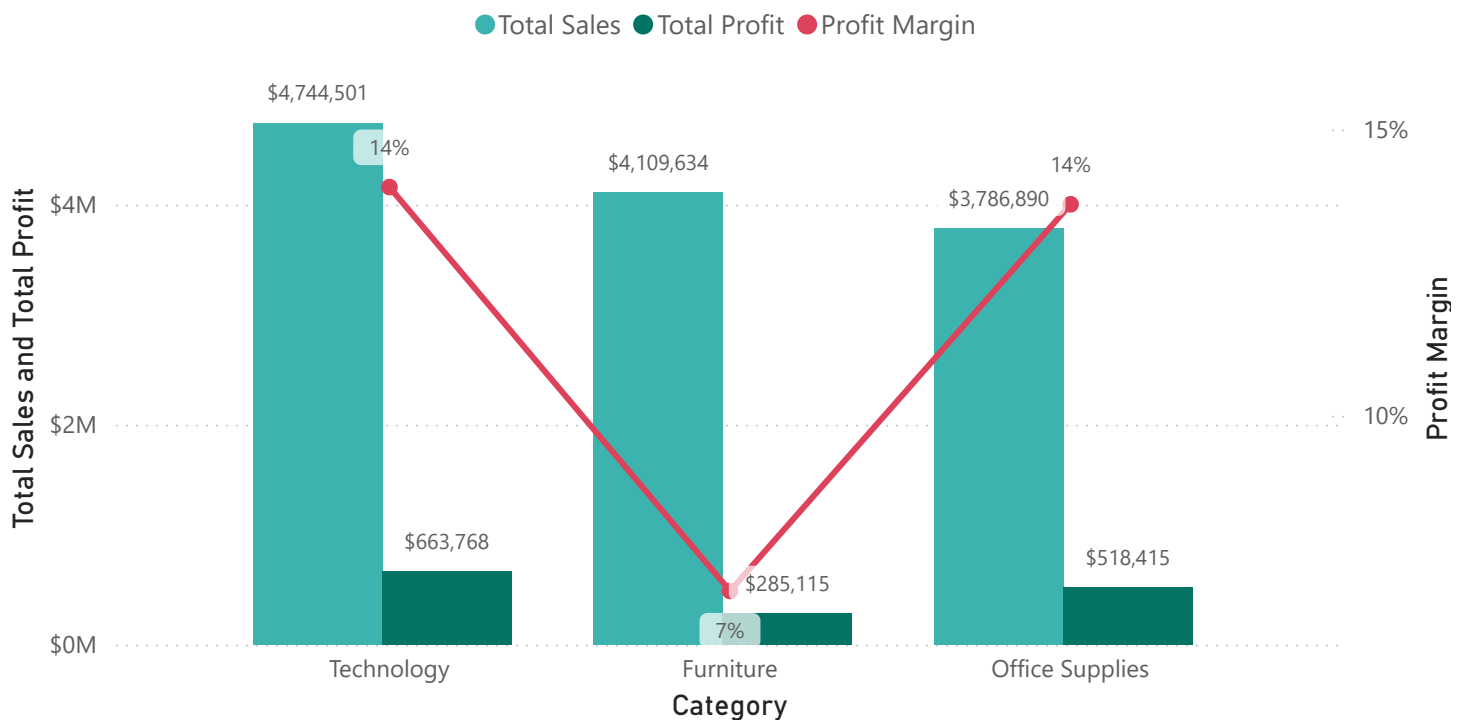
25K

Total Orders

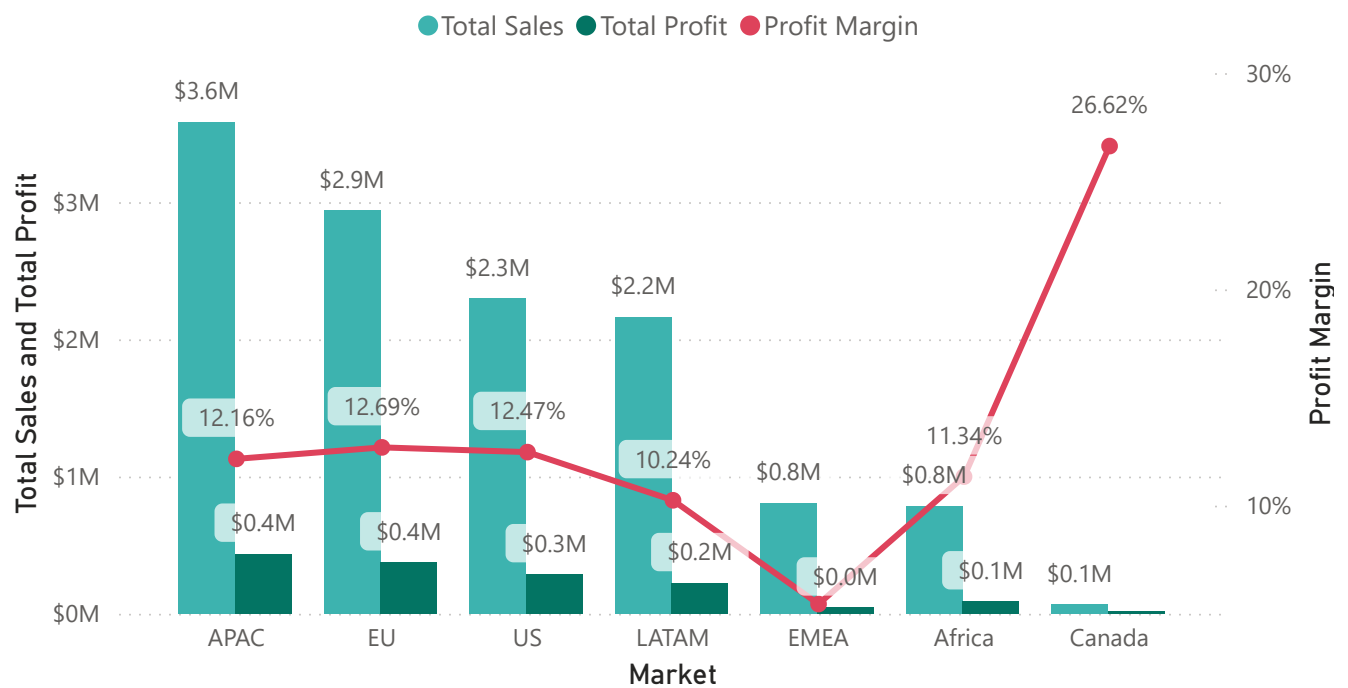
Sales, Profit vs Profit Margin over time



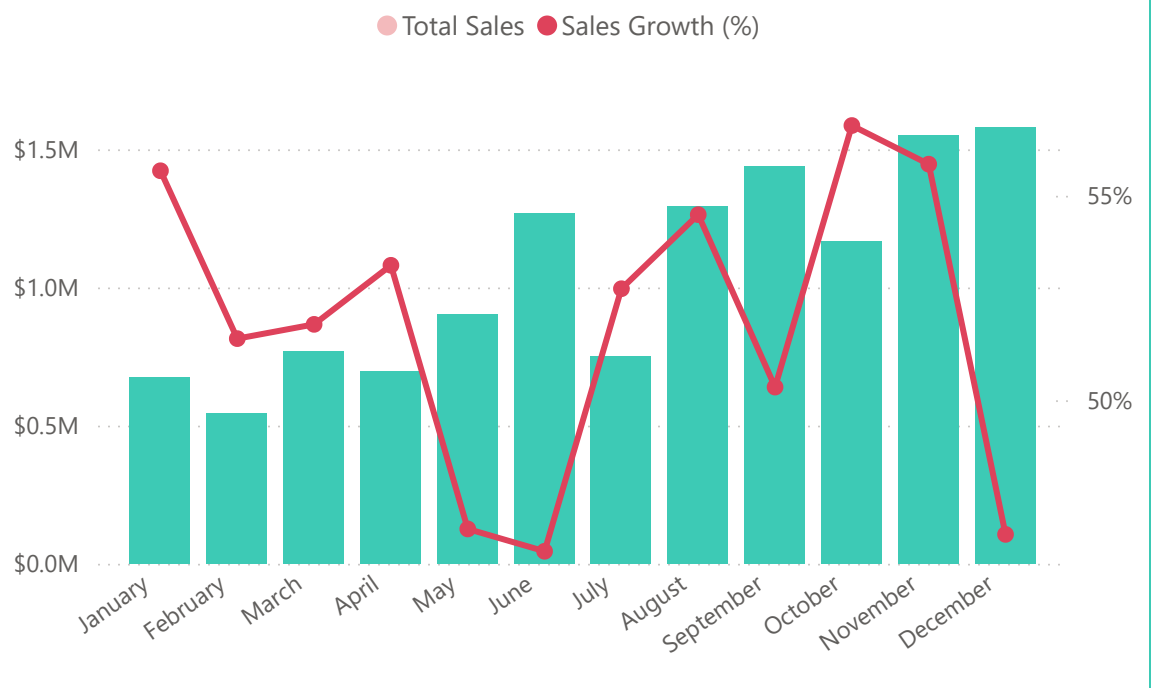
Sales, Profit & Profit Margin by Category



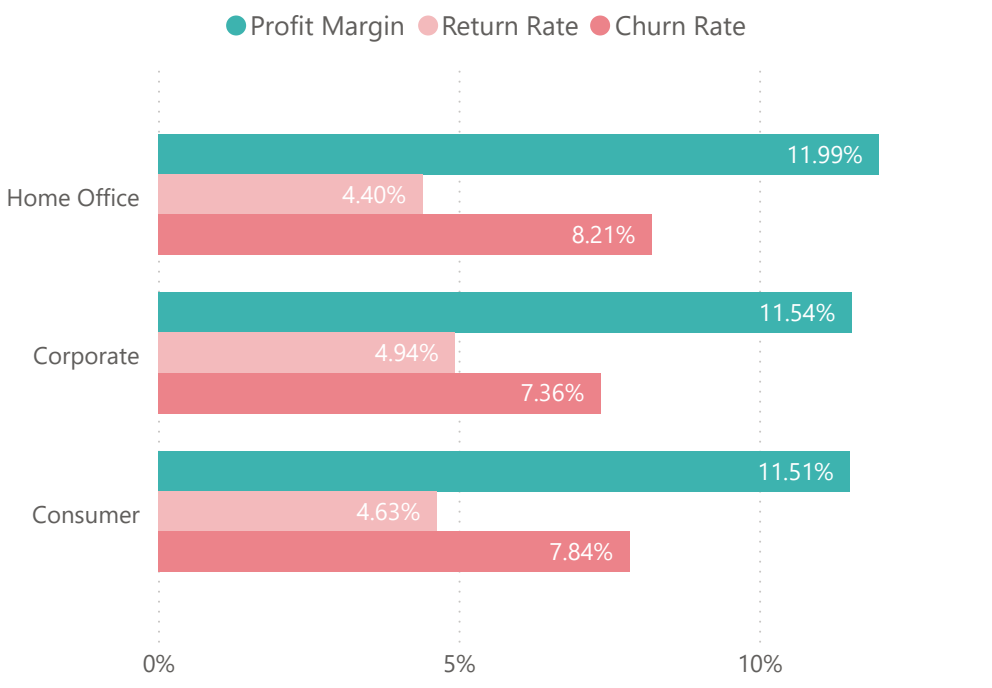
Sales, Profit & Profit Margin by Market



Sales & Sales Growth over time



Profit Margin, Return Rate & Churn Rate by Customer Segment



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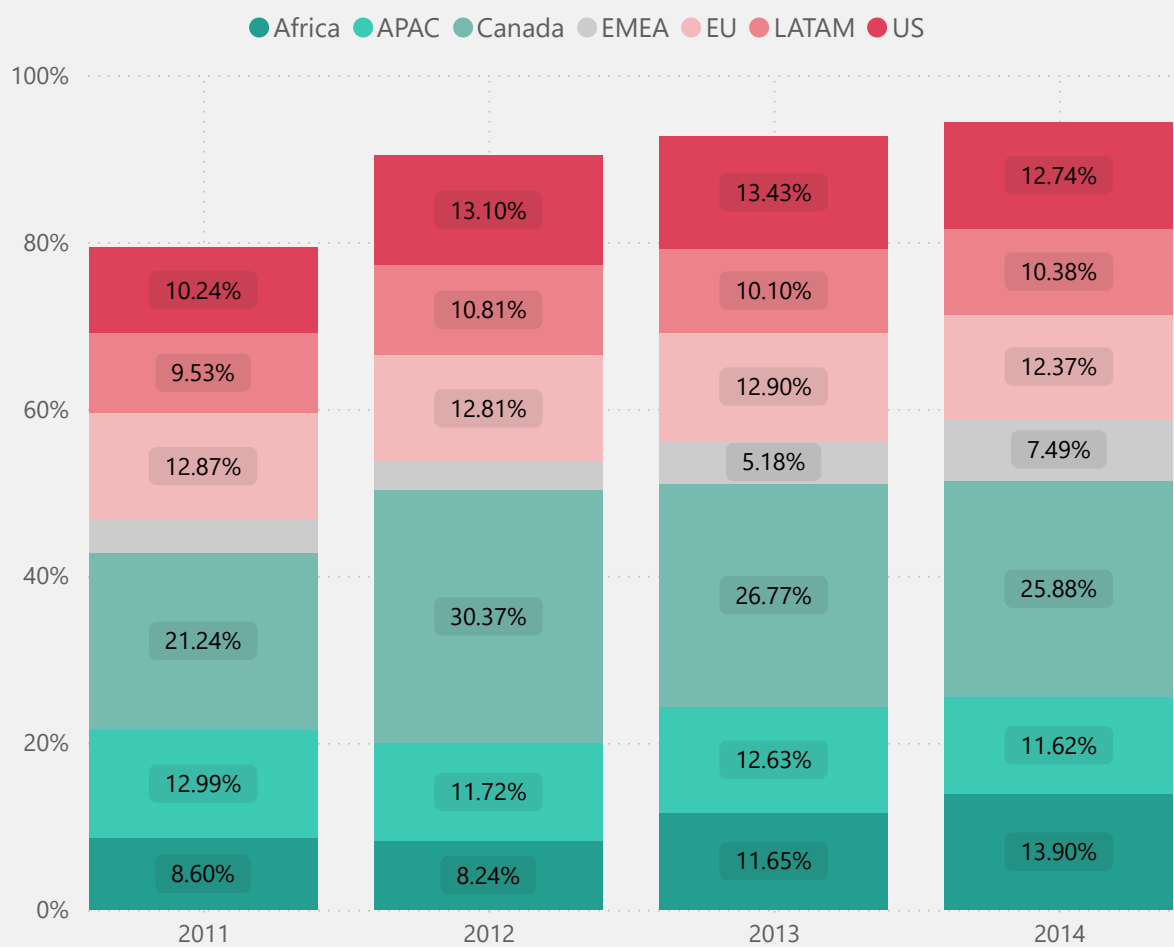
Segment

All

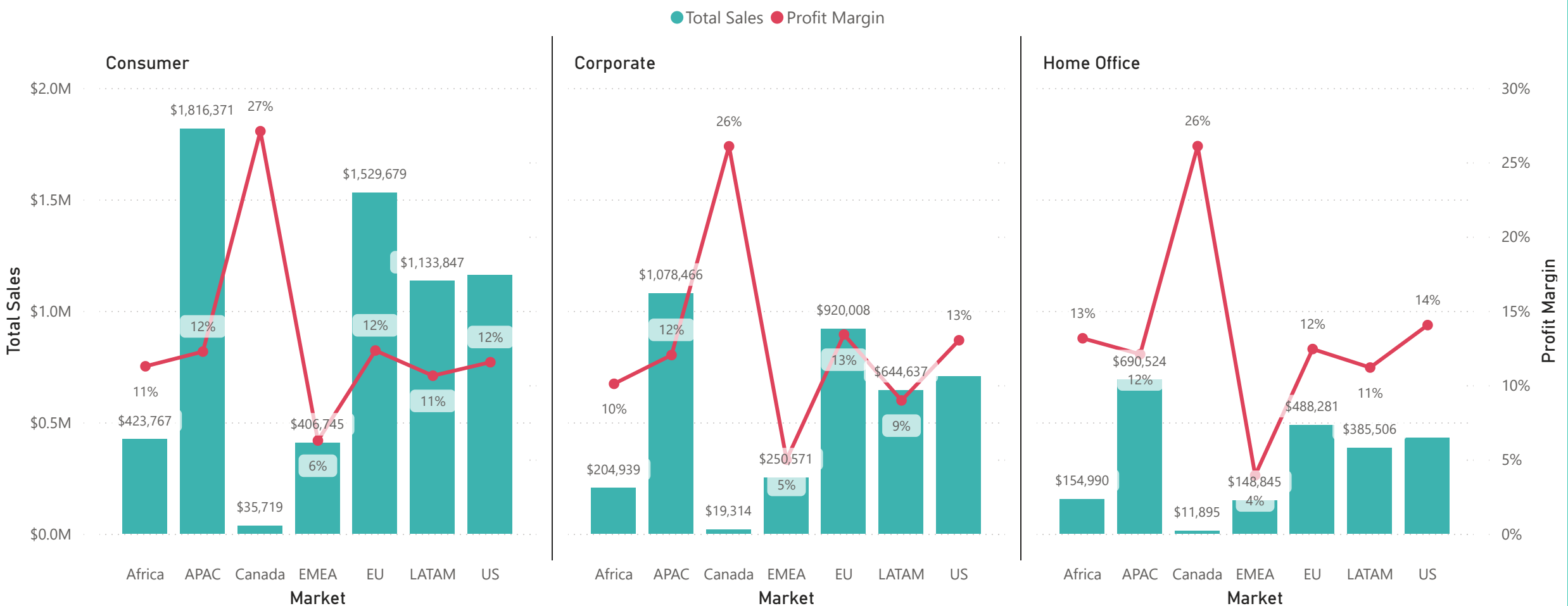
Category

All

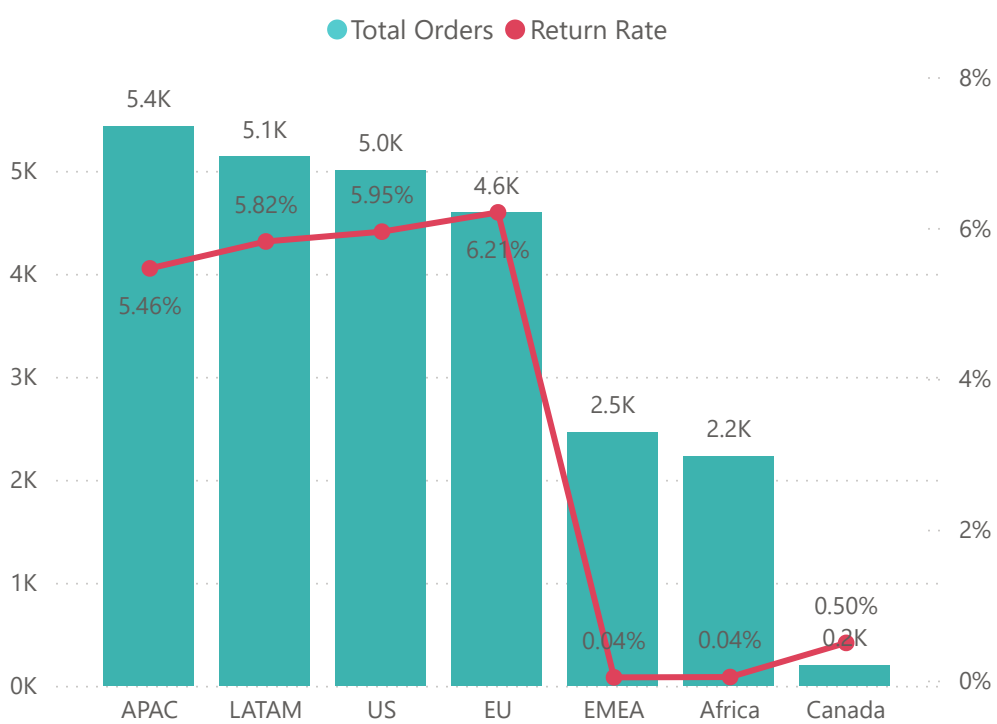
Profit Margin by Market over time



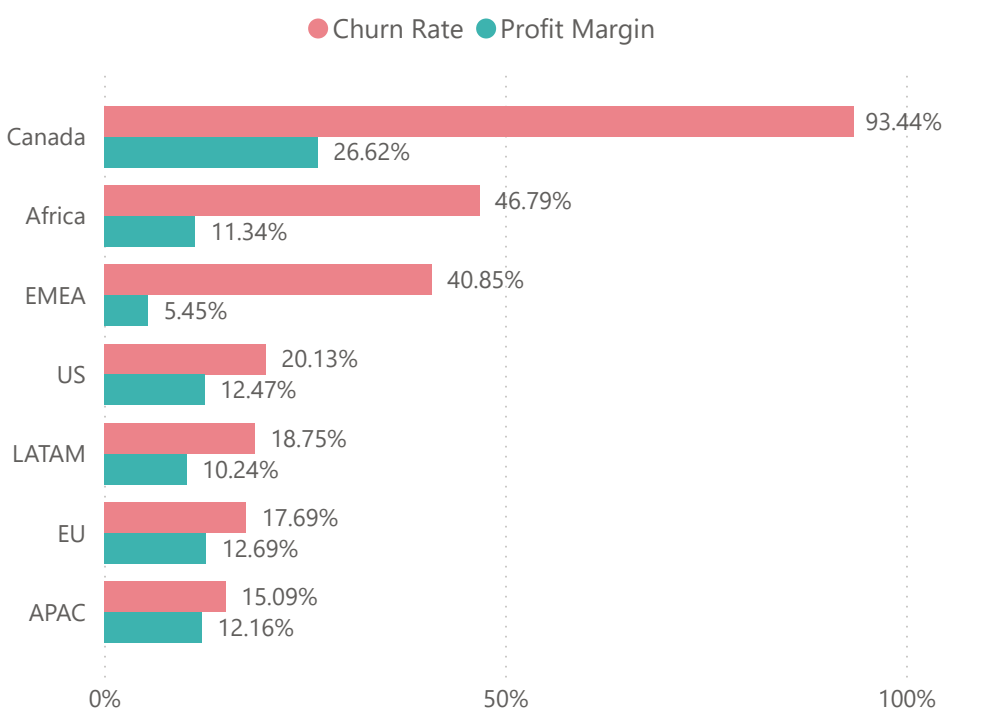
Sales & Profit Margin by Market & Segment



Orders Volume & Return Rate by Market



Profit Margin & Churn Rate by Market



Key Metrics Overview by Dimensions

Market	Total Sales	Net Sales	Total Profit	Total Orders	Profit Mar
APAC	\$3.59M	\$3.32M	\$0.435898223M	5437	12.1
EU	\$2.94M	\$2.73M	\$0.3727917615M	4593	12.6
LATAM	\$2.16M	\$2.00M	\$0.22163120708M	5138	10.2
US	\$2.30M	\$2.12M	\$0.2864090805M	5009	12.4
EMEA	\$0.81M	\$0.81M	\$0.043897971M	2462	5.4

Year

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Segment

Category

Sub-Category

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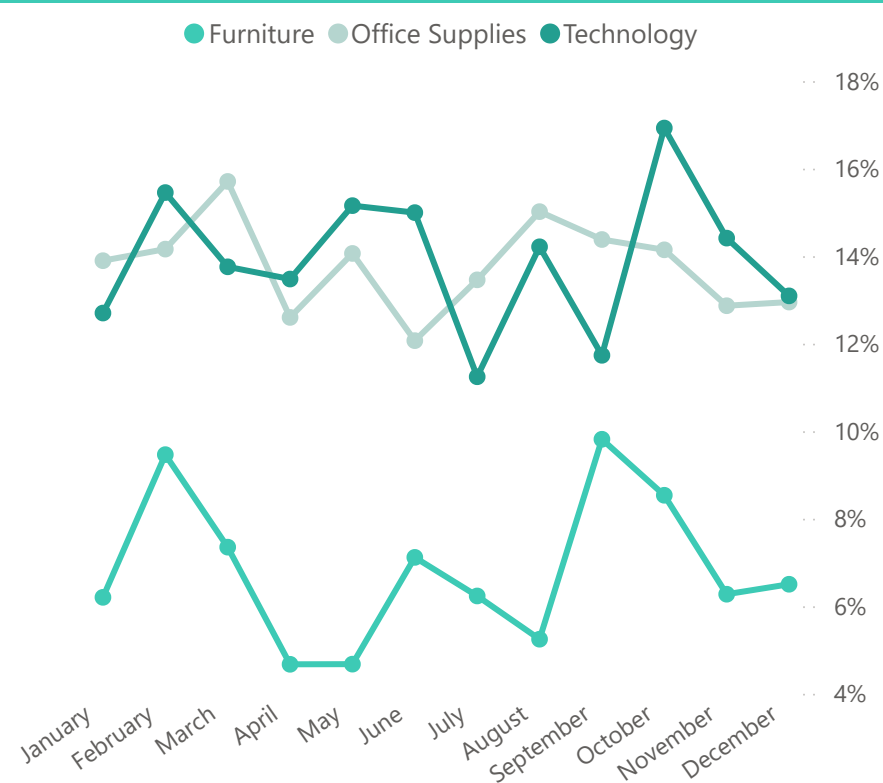
Segment

All

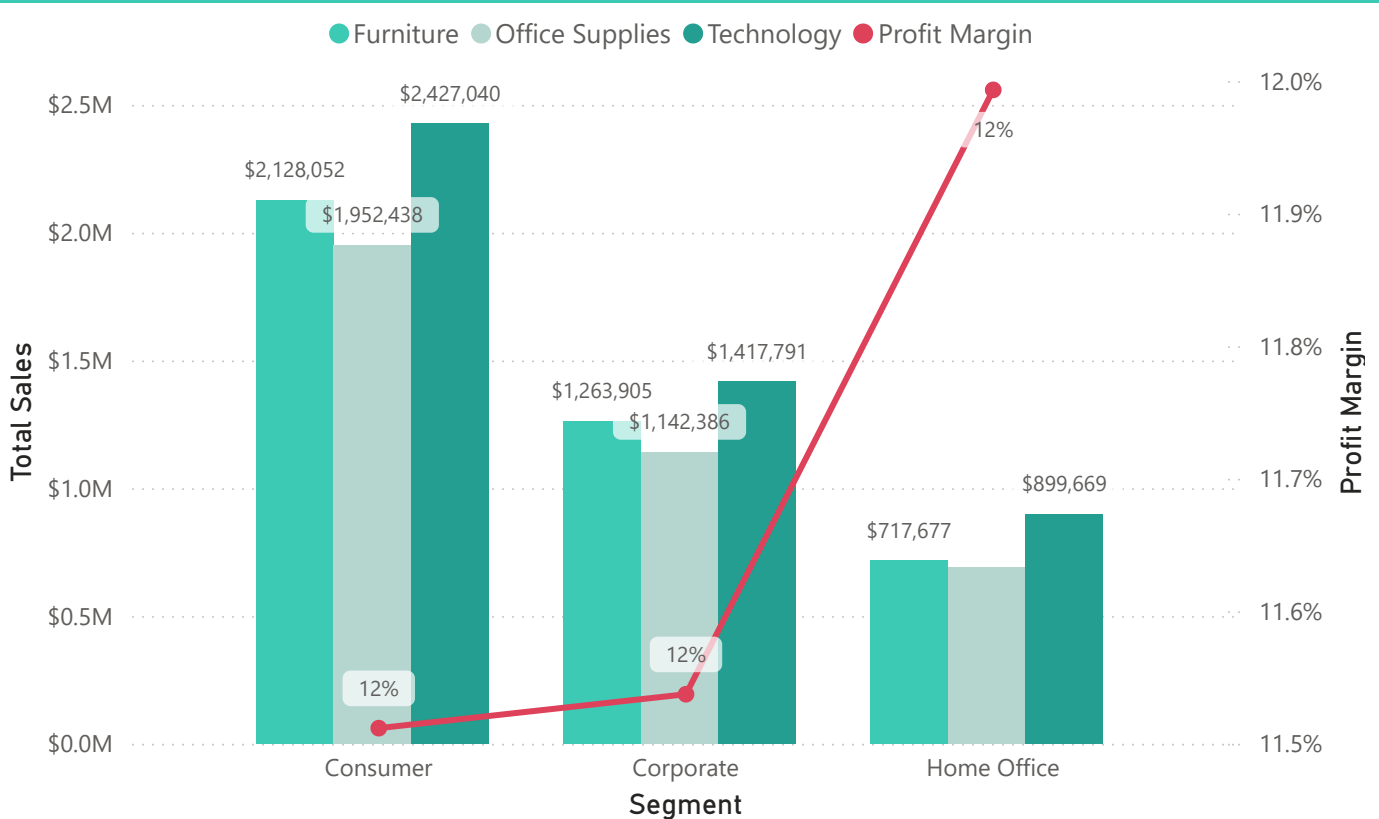
Category

All

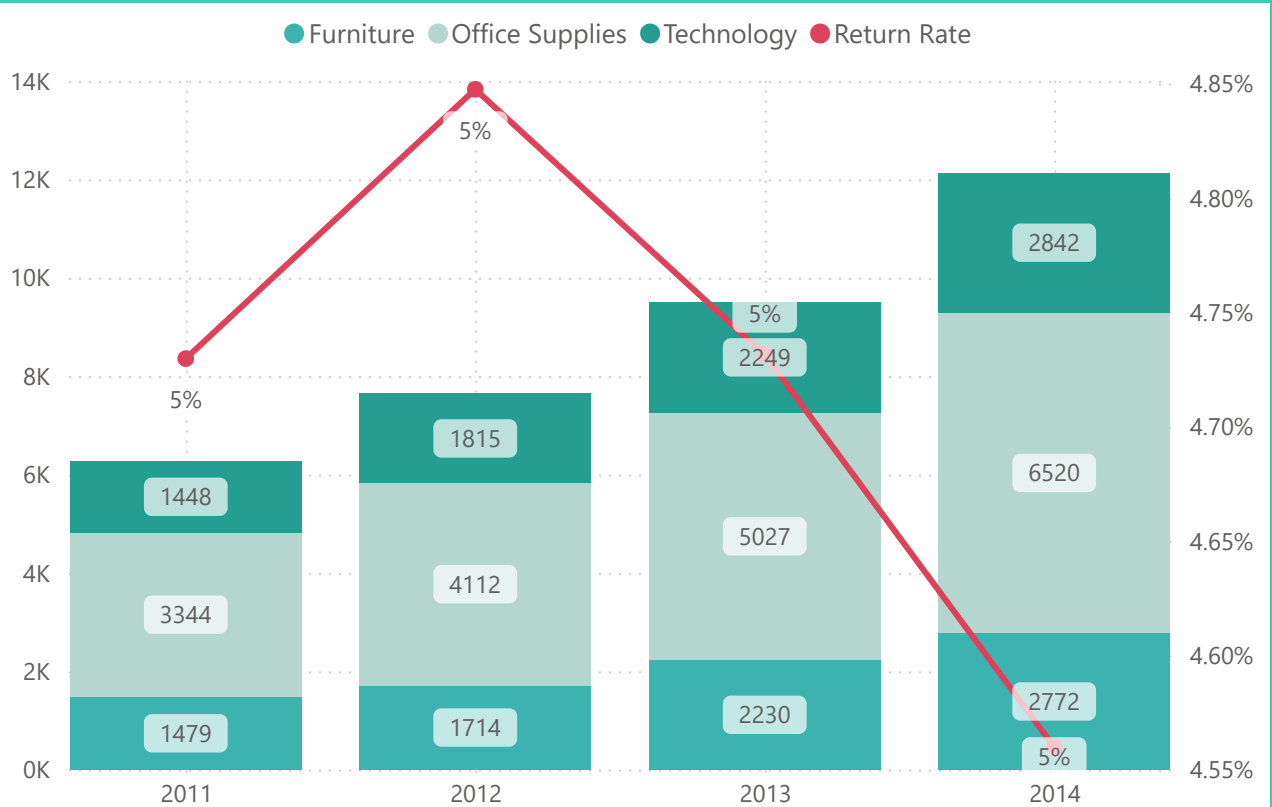
Profit Margin by Product Category overtime



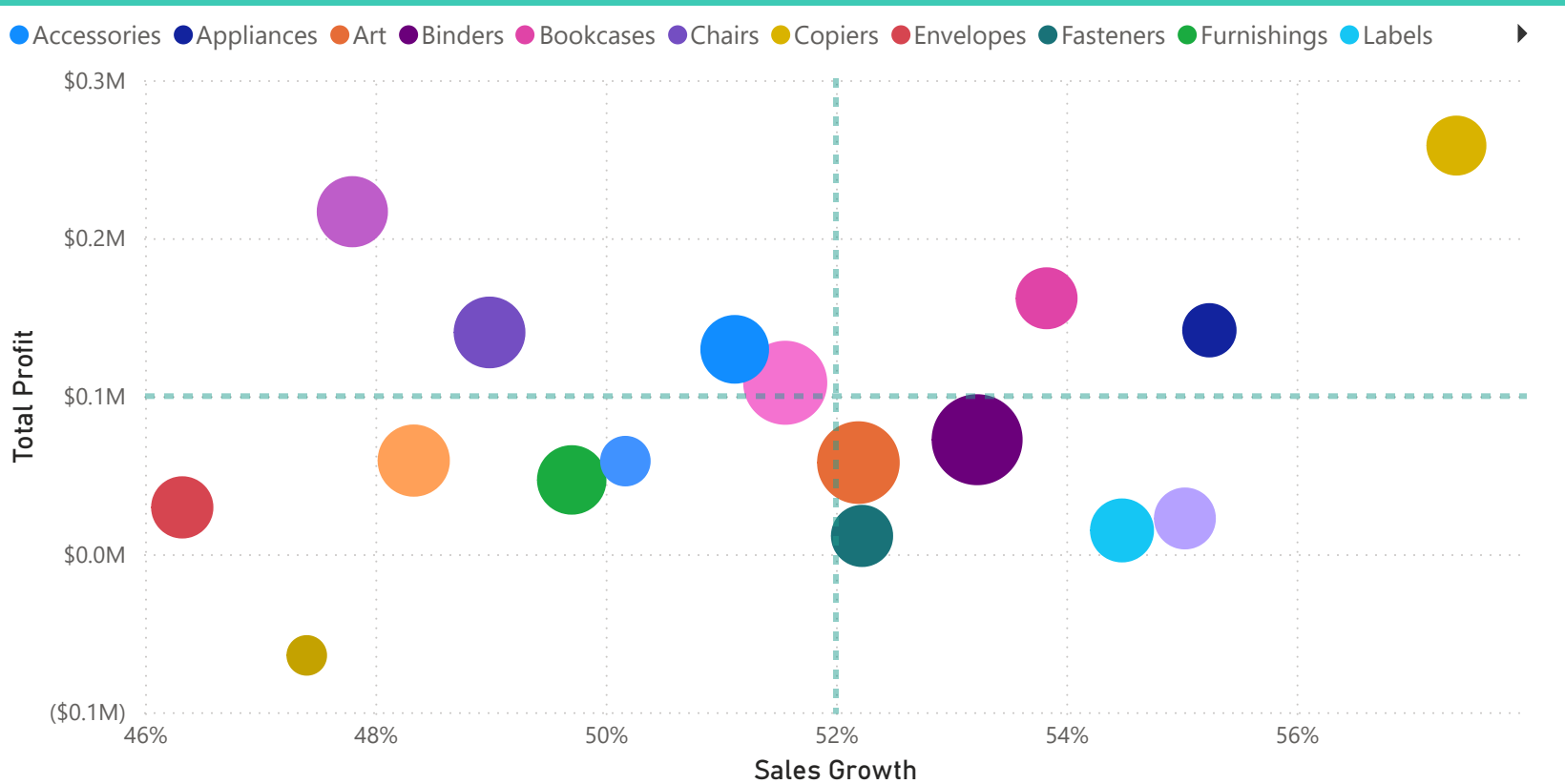
Sales & Profit Margin by Category & Segment



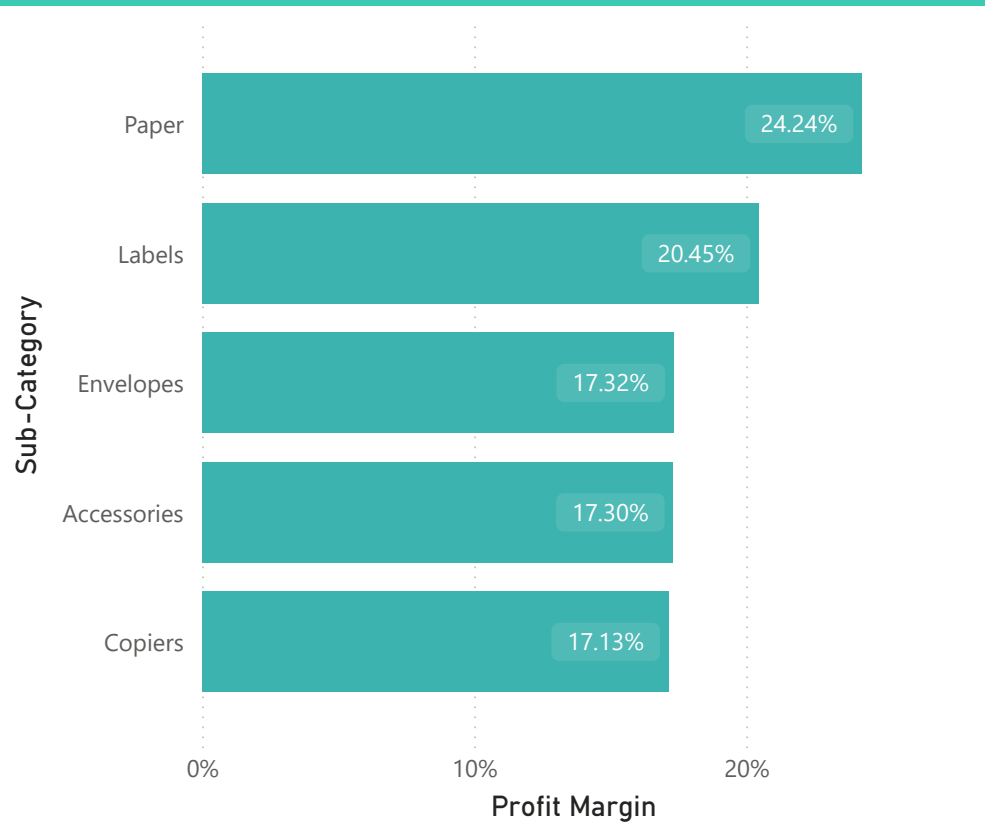
Orders Volume & Return Rate by Product Category



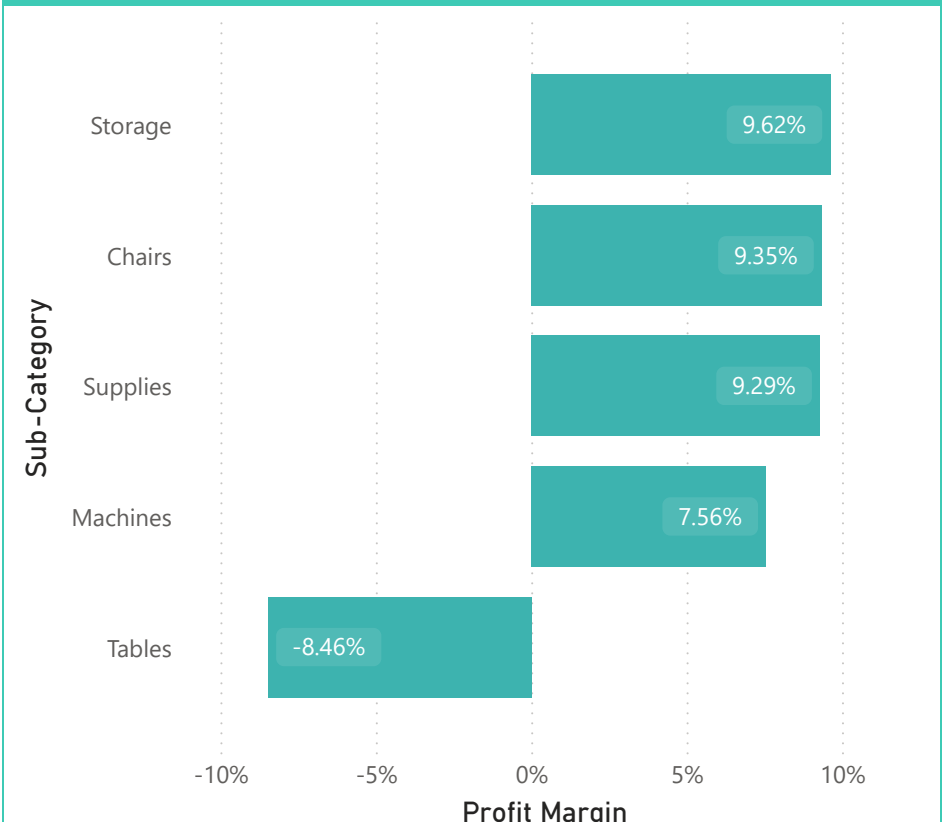
Profit & Sales Growth by Product Category



Top 5 Product Sub-Category with Highest Profit Margin



Top 5 Product Sub-Category with Lowest Profit Margin



Recommendation & Insights

OVERALL BUSINESS PERFORMANCE

Profit Margin is 11.61% - stable and increasing, showing that the business is controlling costs well and optimizing operations effectively.

1. Sustainable operations:

Profit and revenue increase in parallel over time
→ business efficiency is being maintained well

2. Unoptimized product structure:

Furniture only reaches 7% profit margin - need to review price or cost structure

3. Uniform customer strategy:

All three segments have profit margin of ~12%
→ can expand without affecting profits

4. Risk from returns:

High return rate in Consumer/Home Office group is slightly affecting profits
→ need to improve product experience & quality

MARKET EXPANSION

✔ Priority expansion markets

• APAC: Largest revenue, good profit margin (12.16%), high retention
→ strategic market

• EU: Highest profit margin (12.69%), loyal customers
→ need to improve return rate for better optimization

• Africa: Return rate is almost 0%, profit margin is quite good (11.34%)
→ great potential if investment is increased

⚠ Markets to review

• Canada: *High profit margin* (26.62%) but extremely *low retention*, churn rate up to 93%
→ unsustainable efficiency

• LATAM: Low revenue and profit, *high return and churn*
→ need to re-evaluate the entire strategy

• US: Large scale but *low retention rate, high return*
→ need to improve after-sales and customer care

• EMEA: Lowest Profit Margin (5.45%) and very high 40.85% Churn Rate
→ requires a major strategic overhaul to address the 5.45% PM and very high churn

→ *Prioritize investments in APAC**. EU*. and Africa* for sustainable*

STRATEGIC PRODUCTS

Core Category Performance:

• Office Supplies dominates order volume (>50%).

• Furniture consistently shows the lowest, volatile Profit Margin, contrasting with more stable Technology/Office Supplies.

• **Insight:** Furniture's low profitability is a core issue requiring attention.

-> **Prioritize Furniture Profitability Turnaround**

Subcategory Deep Dive:

• **"Stars"**: Copies, Appliances, Bookcases (high growth/profit).

• **"Drains"**: Tables (negative profit), Envelopes, Papers, Furnishings, Machines (low growth/profit).

• Tables also have the **lowest PM (-8.46%)**; Paper boasts the **highest PM (24.24%)**.

• **Insight:** Optimize the portfolio by pushing "Stars" and re-evaluating "Drains" based on their specific performance.

-> **Amplify "Star" Subcategories & Strategically Manage Low-Performing Subcategories**

Operational & Segment PM Consistency:

• Return Rates are stable annually (approx. 4.5%-4.8%).

• Home Office has the highest Profit Margin (11.99%), but only marginally better than other segments.

• **Insight:** Stable returns confirm operational consistency. Product strategy should prioritize category performance over minor segment PM differences.

-> **Develop Product Bundles for High-Value, High-Churn Segments**

KEY RECOMMENDATION & INSIGHTS

Market Expansion

Prioritize investment in

(1) APAC - high revenue, good margin, high retention

(2) EU - highest profit, need to reduce return

(3) Africa – Return almost 0%, high potential

Review and reassess

(1) Canada - High Margin but 93% Churn

(2) LATAM - Low Profit & Revenue, High Risk

(3) US - Large Scale, but Retention & Return Not Optimal

(4) EMEA - Lowest Profit Margin and very high Churn Rate

Strategic Products

• Launch an urgent profitability turnaround for Furniture, especially Tables.

• Invest in and cross-promote "Star" subcategories (Copies, Appliances, Bookcases).

• Develop targeted bundles for Home Office to boost retention (8.21% churn).

Customer Segment

• **Prioritize Home Office Retention:** Address high **8.21% churn** in the profitable Home Office segment.

• **Optimize Consumer Segment:** Refine strategies for the **Consumer segment** to maintain its highest sales volume across markets.

• **Product-Centric Profitability:** Focus on optimizing overall product category profitability, as segment profit margins are similar.