

MARKET & PRODUCT TRACKER

Overview

Market Tracker

Product Tracker

Recommendation & Insights

Business Performance Overview

Year

All

Market

All

Segment

All

Category

All

Total Sales

\$12.64M

Sales YoY (%)

51.55%

Profit Margin

11.61%

Orders Volume

25035

Net Sales

\$11.82M

Return Rate

4.69%

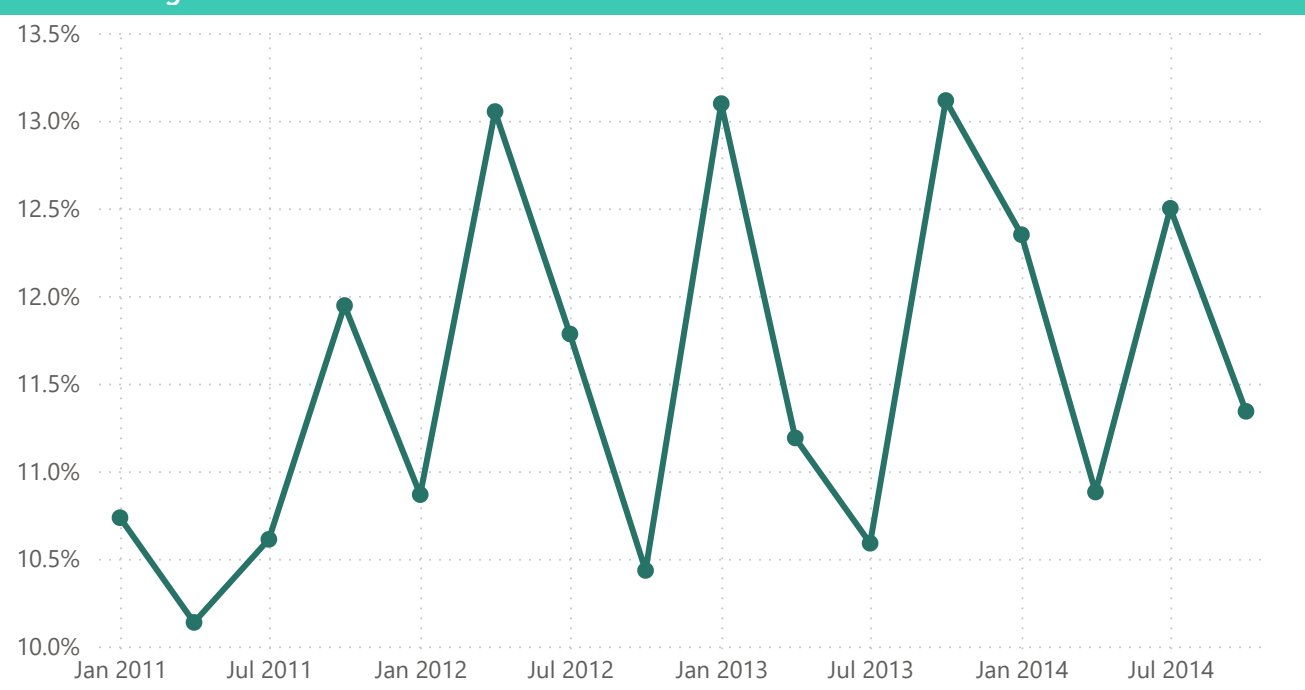
Retention Rate

92.23%

Churn Rate

7.77%

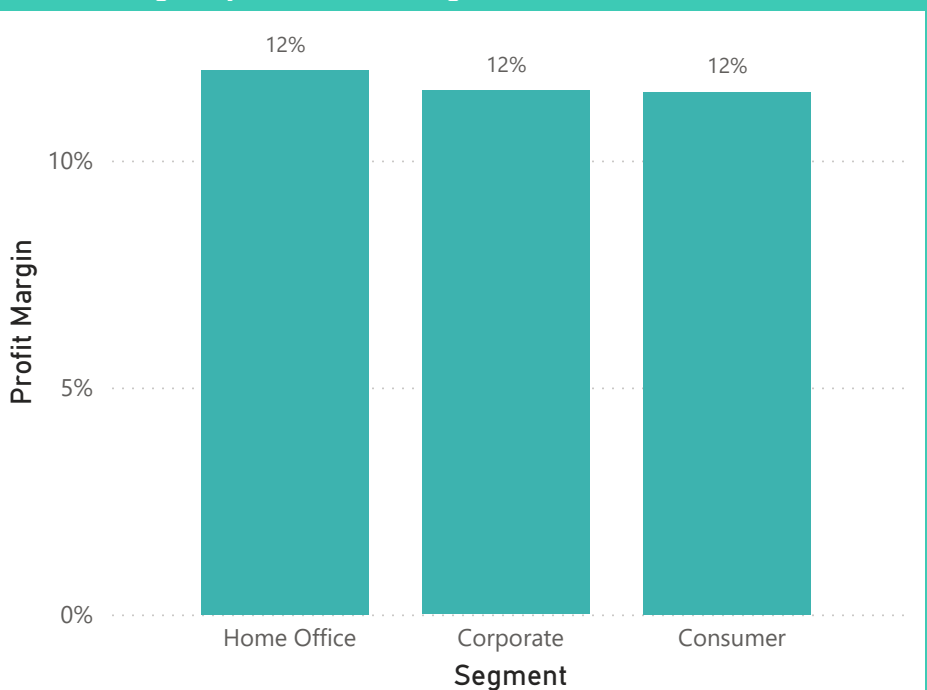
Profit Margin over time



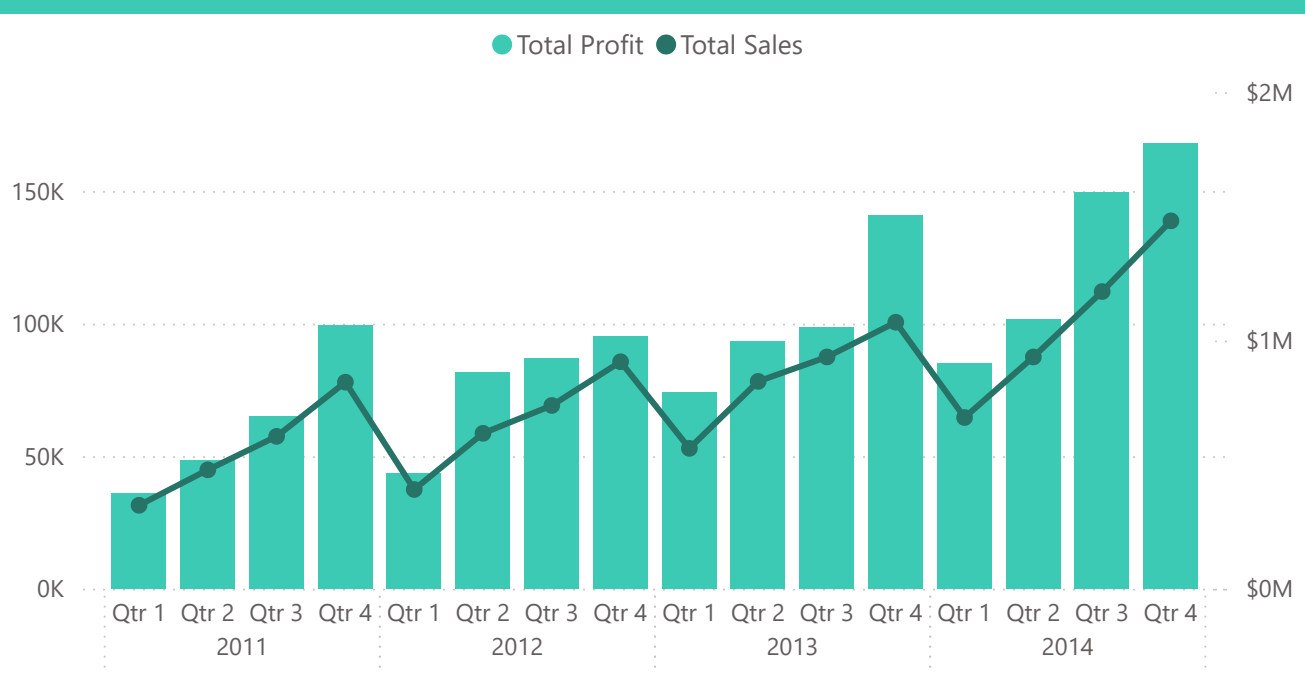
Profit Margin by Region



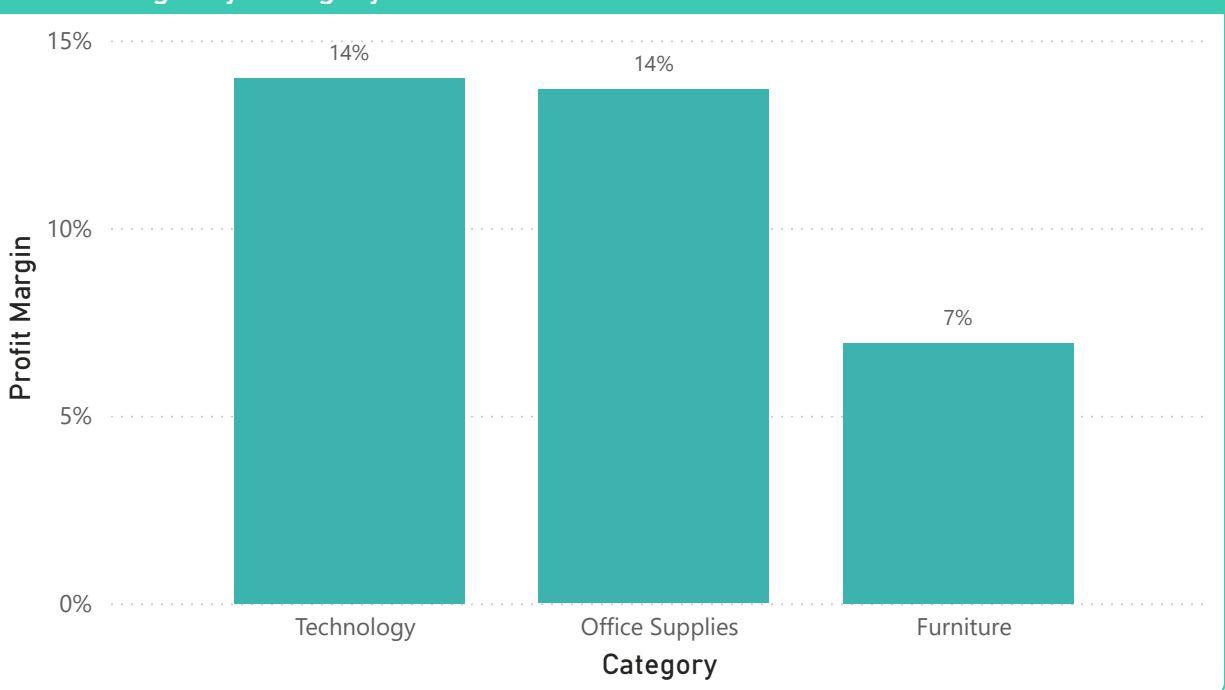
Profit Margin by Customer Segment



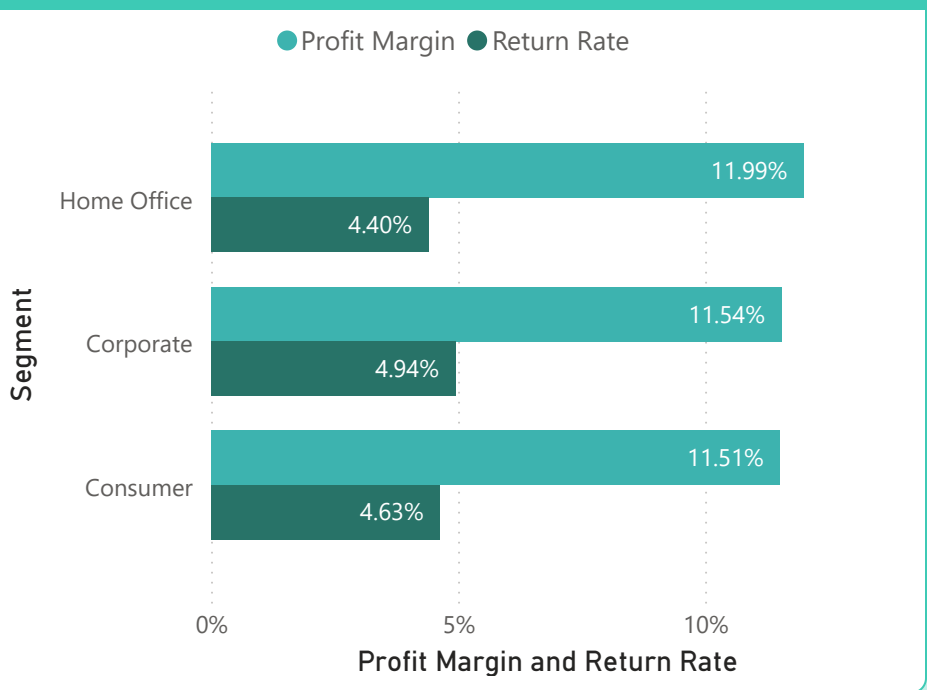
Sales & Profit over time



Profit Margin by Category



Profit Margin VS Return Rate by Customer Segment



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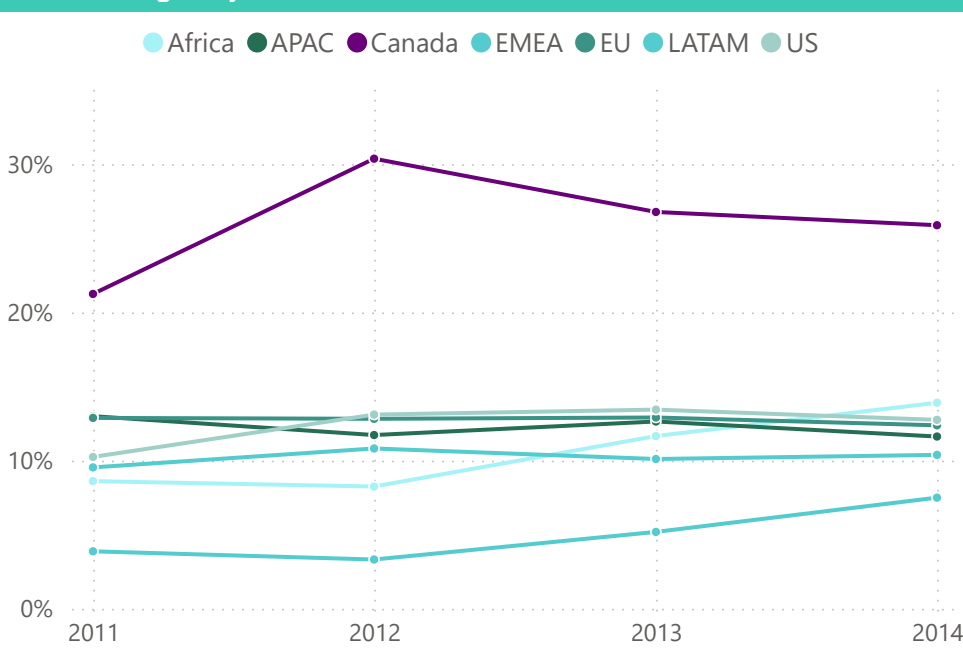
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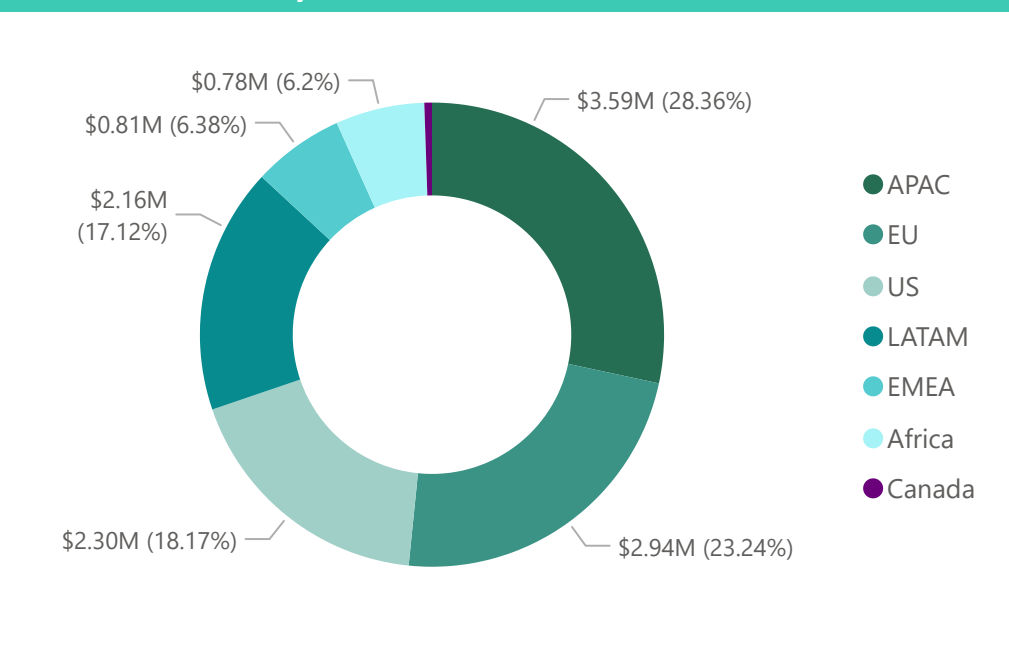
Churn Rate

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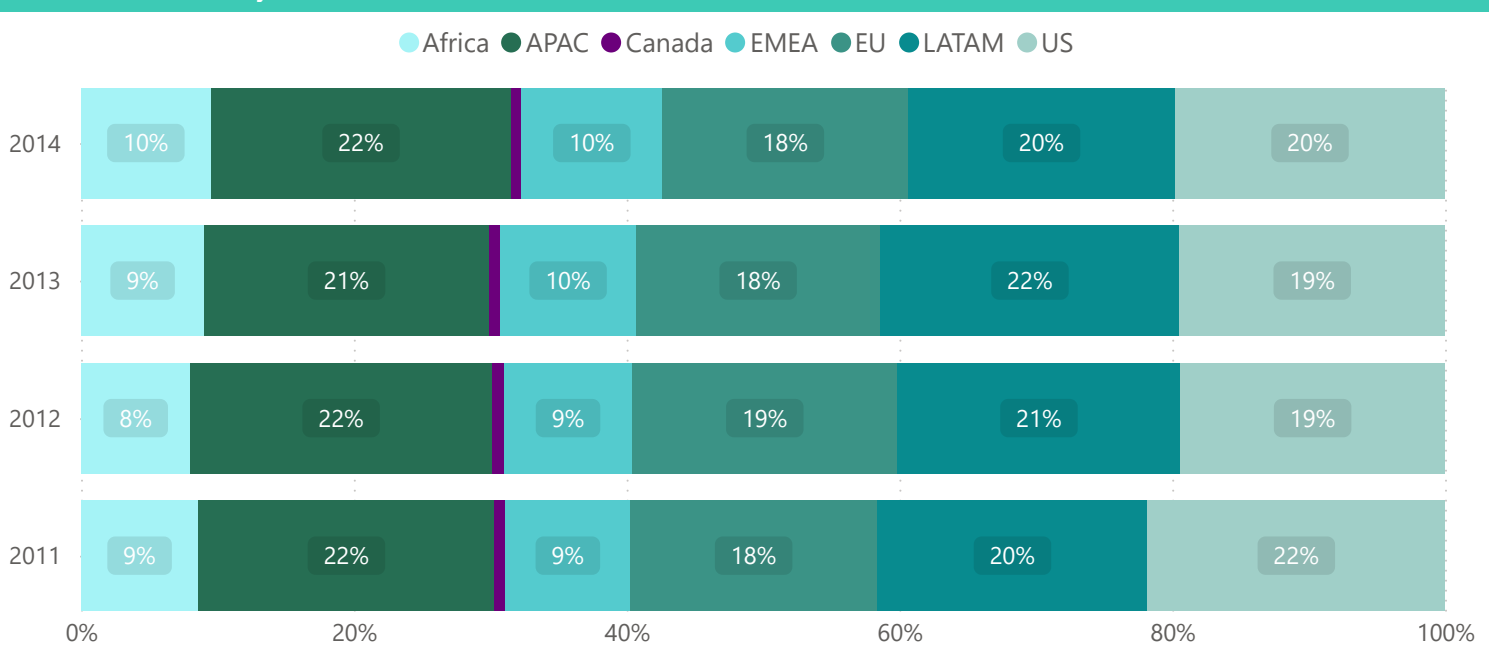
Profit Margin by Market over time



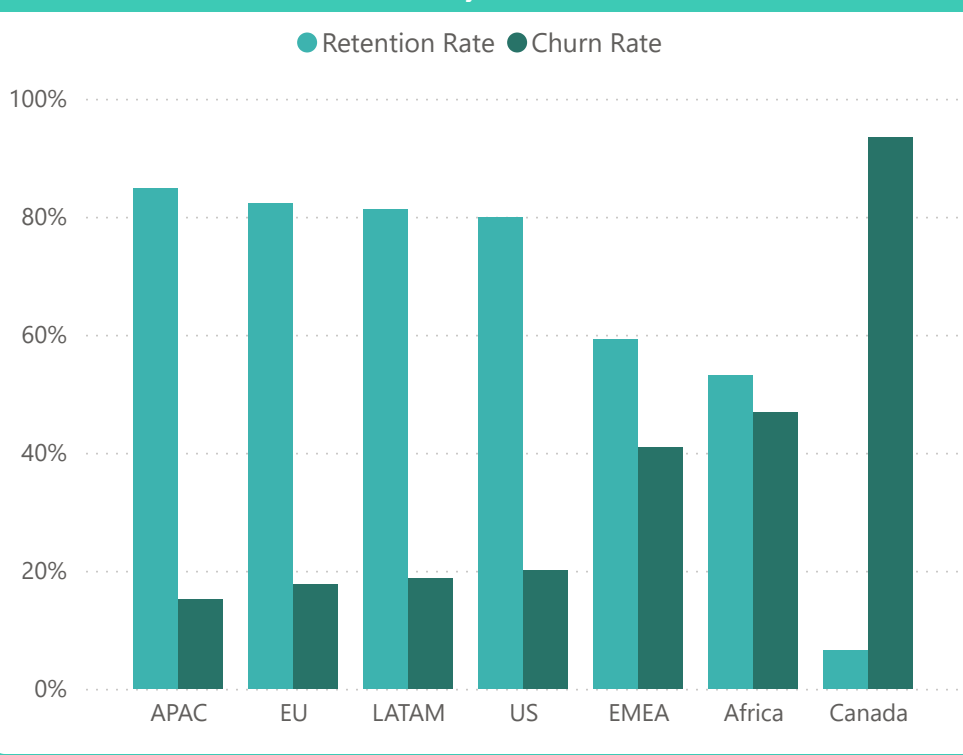
Sales Distribution by Market



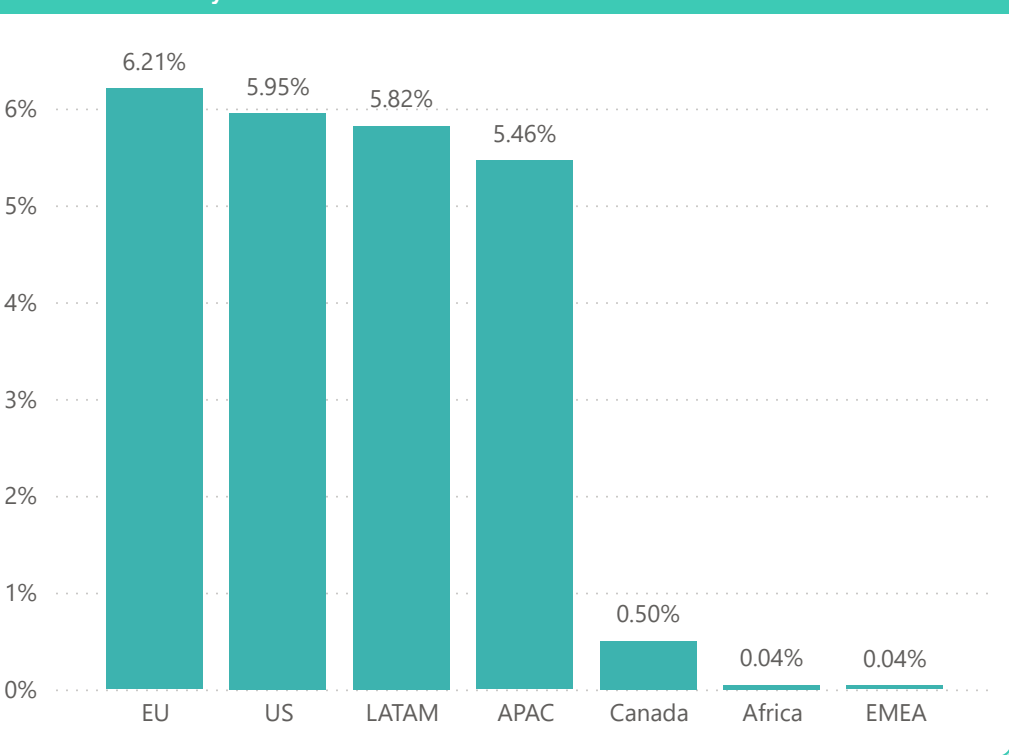
Orders Volume by Market



Retention Rate & Churn Rate by Market



Return Rate by Market



Key Metrics Overview by Dimensions

Market	Orders	Profit Margin	Return Rate	Retention Rate	Churn Rate
APAC	5437	12.16%	5.46%	84.91%	15.09%
EU	4593	12.69%	6.21%	82.31%	17.69%
LATAM	5138	10.24%	5.82%	81.25%	18.75%
US	5009	12.47%	5.95%	79.87%	20.13%
EMEA	2462	5.45%	0.04%	59.15%	40.85%
Africa	2232	11.34%	0.04%	53.21%	46.79%
Canada	201	26.62%	0.50%	6.56%	93.44%

Year

Market

Segment

Category

Sub-Category

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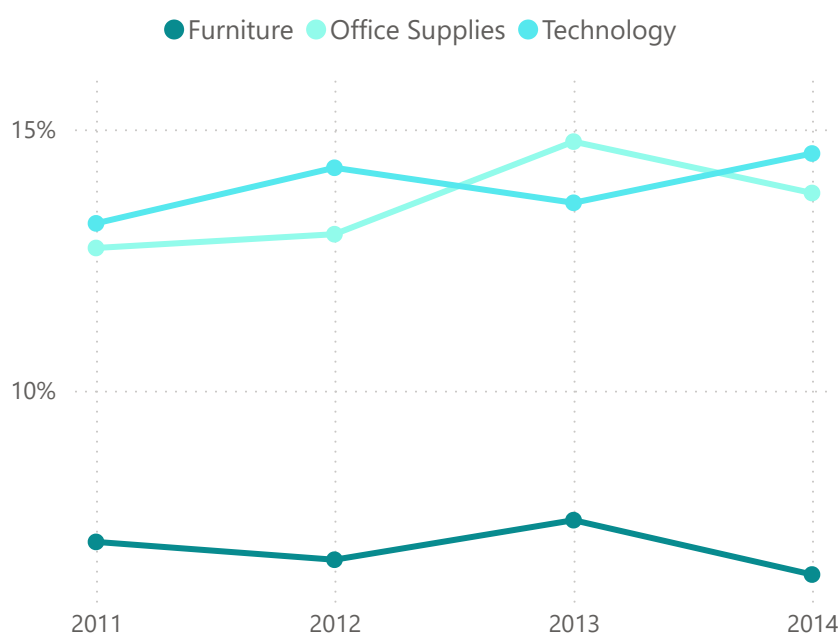
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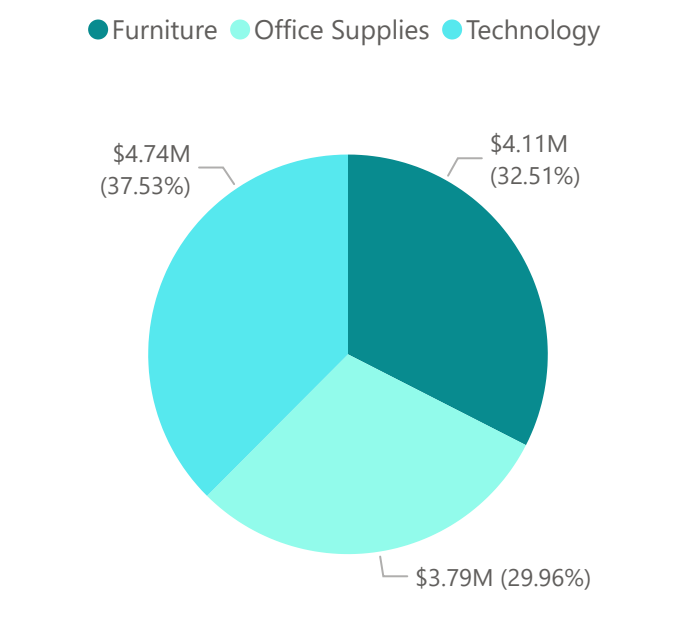
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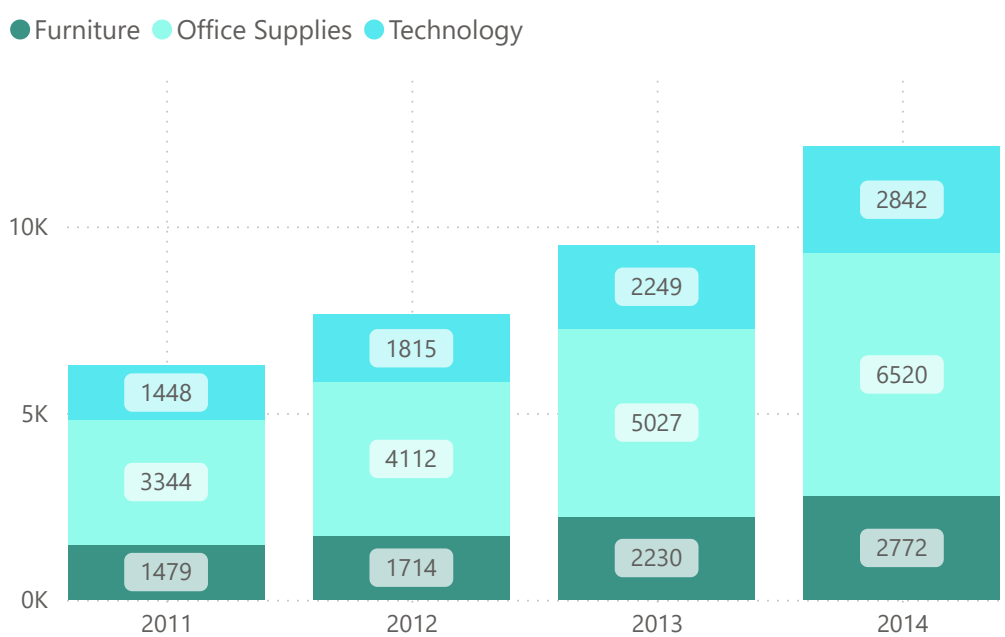
Profit Margin by Product Category overtime



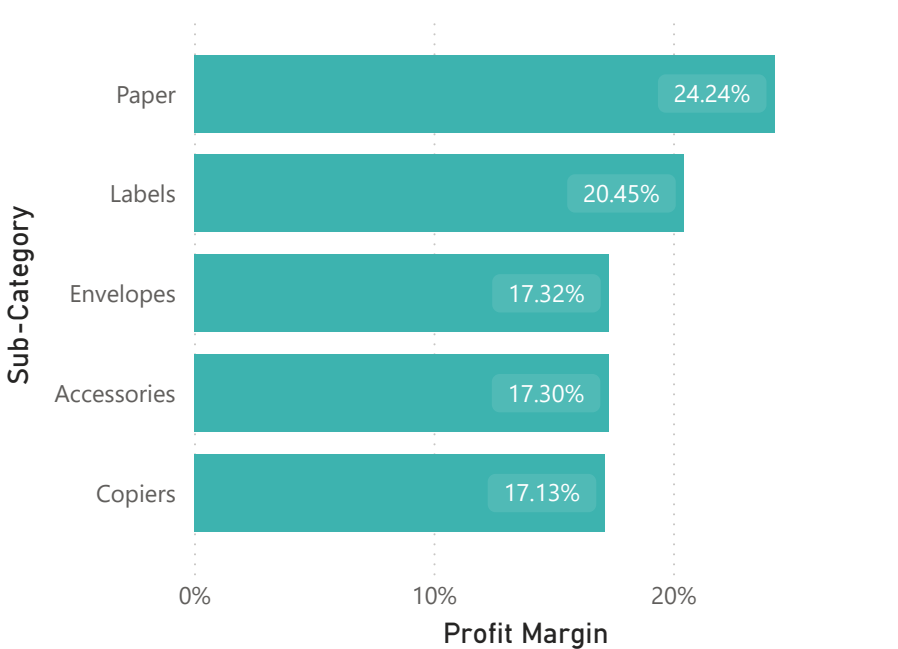
Sales Distribution by Product Category



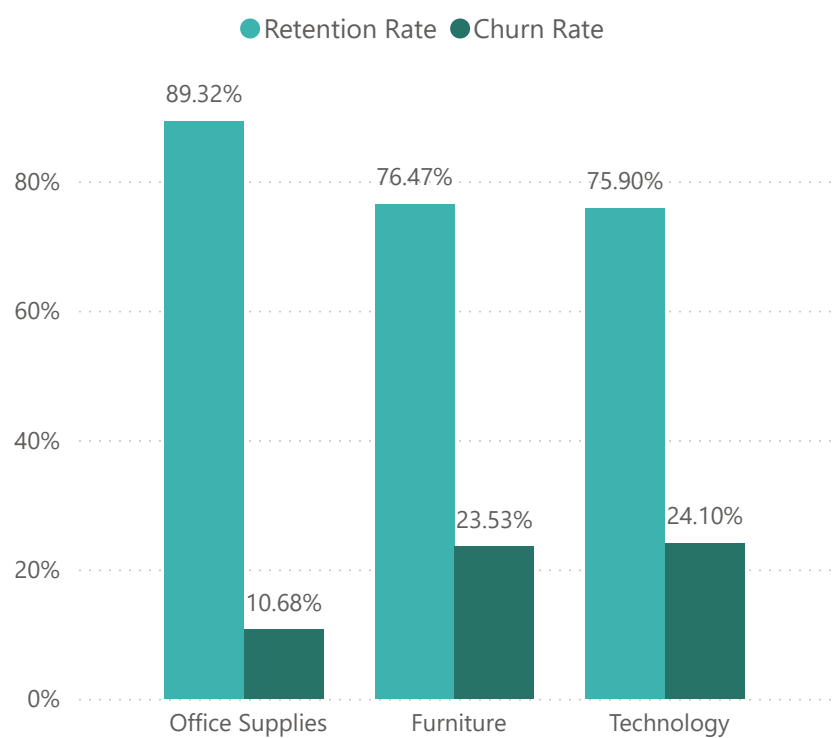
Orders Volume by Product Category



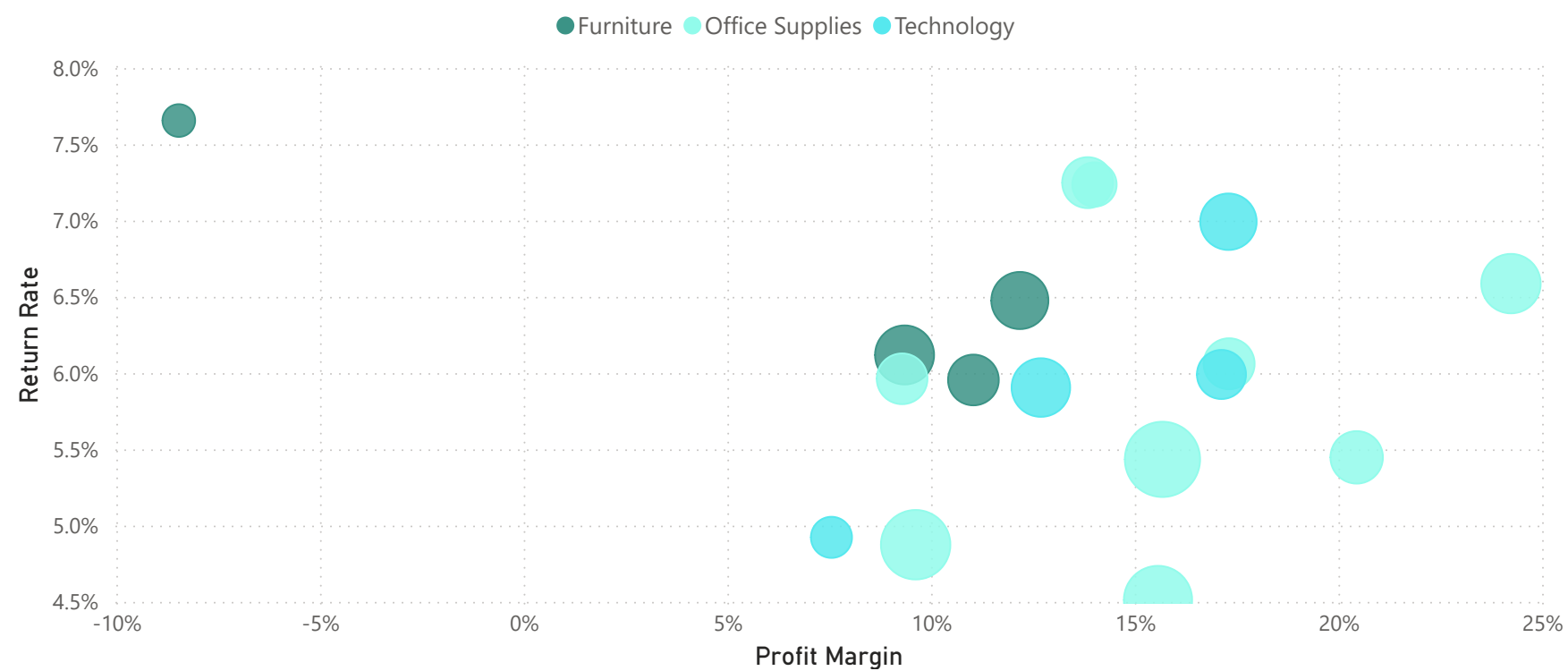
Top 5 Product Sub-Category with Highest Profit Margin



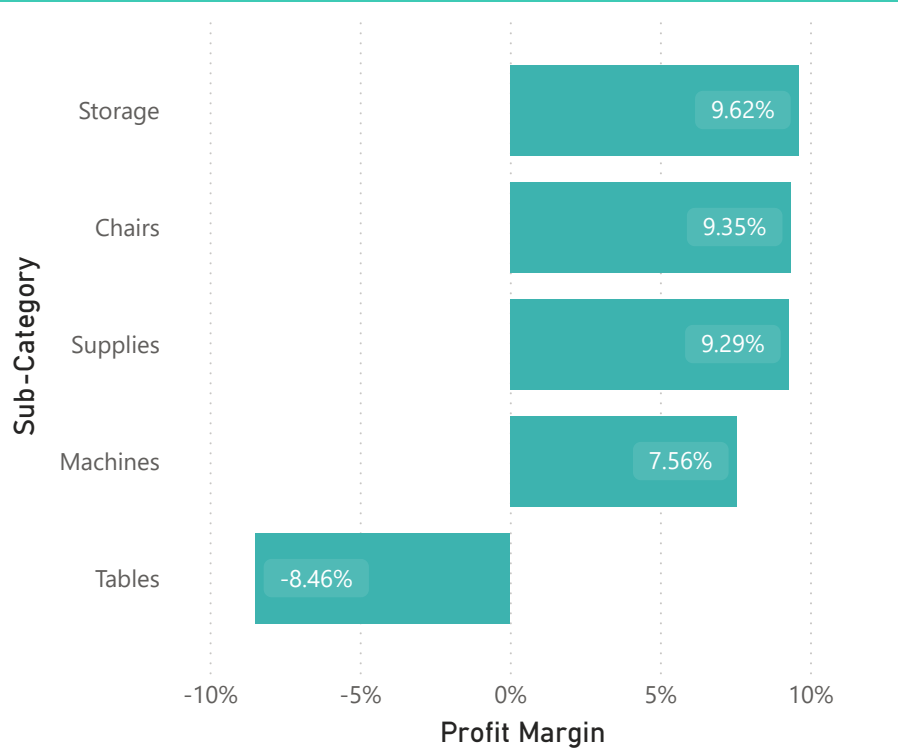
Retention Rate & Churn Rate by Product Category



Profit Margin & Return Rate by Product Category



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

✓ Technology → Investment expansion

- Profit margin ~14–15%, increasing strongly over time

- Order volume increases rapidly, high market demand

- *Phones & Accessories*: outstanding profit

- Consumer & Corporate bring the highest revenue & profit

→ **Strategy:**

• Expand product portfolio (prioritize Phones, Accessories)

• Increase marketing targeting Consumer & Corporate customers

• Maintain cost control to preserve profit margins

🔄 Office Supplies → Maintain stability

- Profit margin is stable ~14%, low return

- Highest retention (>90%), lowest churn

- *Top sub-categories*: Paper (24.24%), Labels (20.45%), Envelopes (~17%)

→ **Strategy:**

• No need to expand large scale

• Focus on improving operational efficiency and exploiting high-margin sub-categories

⚠ Furniture → Review & Restructure

- Low profit margin (~7%), reduce gradually

- Highest return rate ~7.6%, scatter in risky area

- Tables (-8.46%), Machines (-4%) are *making losses*

→ Strategy:

- Cut/add supply chain, re-evaluate

- If no improvement → stop expanding, only keep profitable groups

→ **Invest in Technology (Phones, Accessories), maintain efficiency of Office Supplies, and restructure Furniture to avoid dragging down efficiency of the entire portfolio**

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

• **Technology (Accessories & phones)**

→ Expand the portfolio (prioritize Phones, Accessories), boost marketing, control costs

• **Office Supplies**

→ No need to expand, focus on exploiting high profit groups

• **Furniture**

→ Restructuring (Cut/adjust weak groups; if not improved → stop expanding, keep only profitable groups)

Customer Segment

• **Corporate**: High profit margin, stable purchase frequency → should prioritize retention

• **Consumer**: High Return Rate → need to improve shopping experience

• **Home Office**: Good retention but low revenue
→ can try upsell strategy