

# 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%

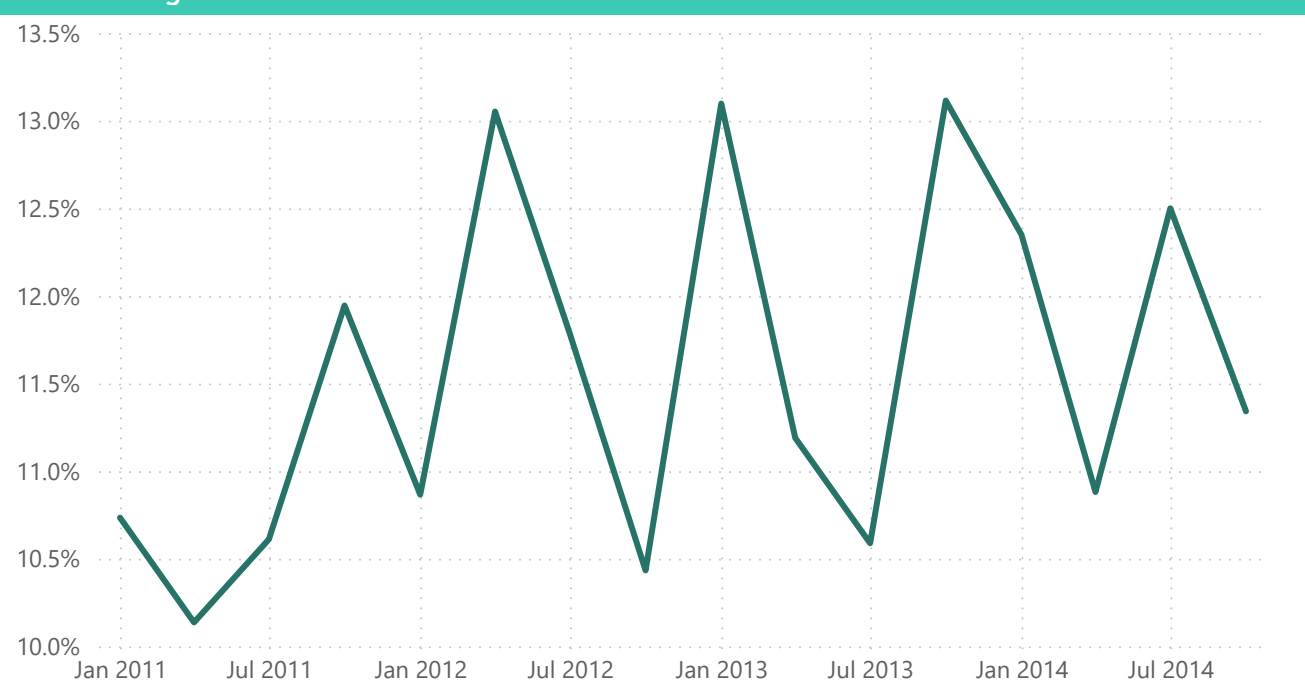
Retention Rate

92.23%

Churn Rate

7.77%

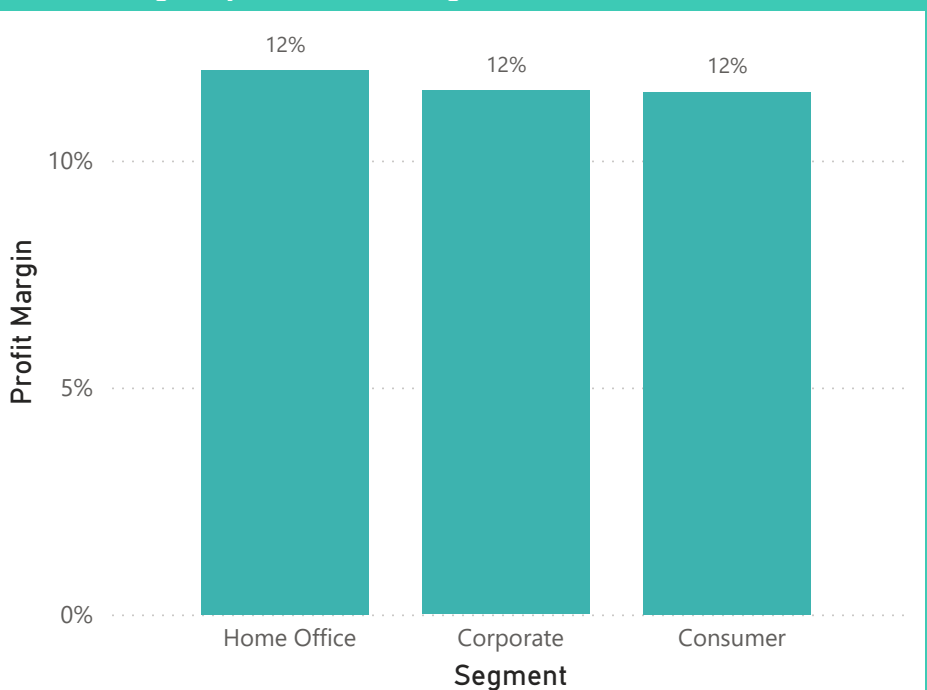
Profit Margin over time



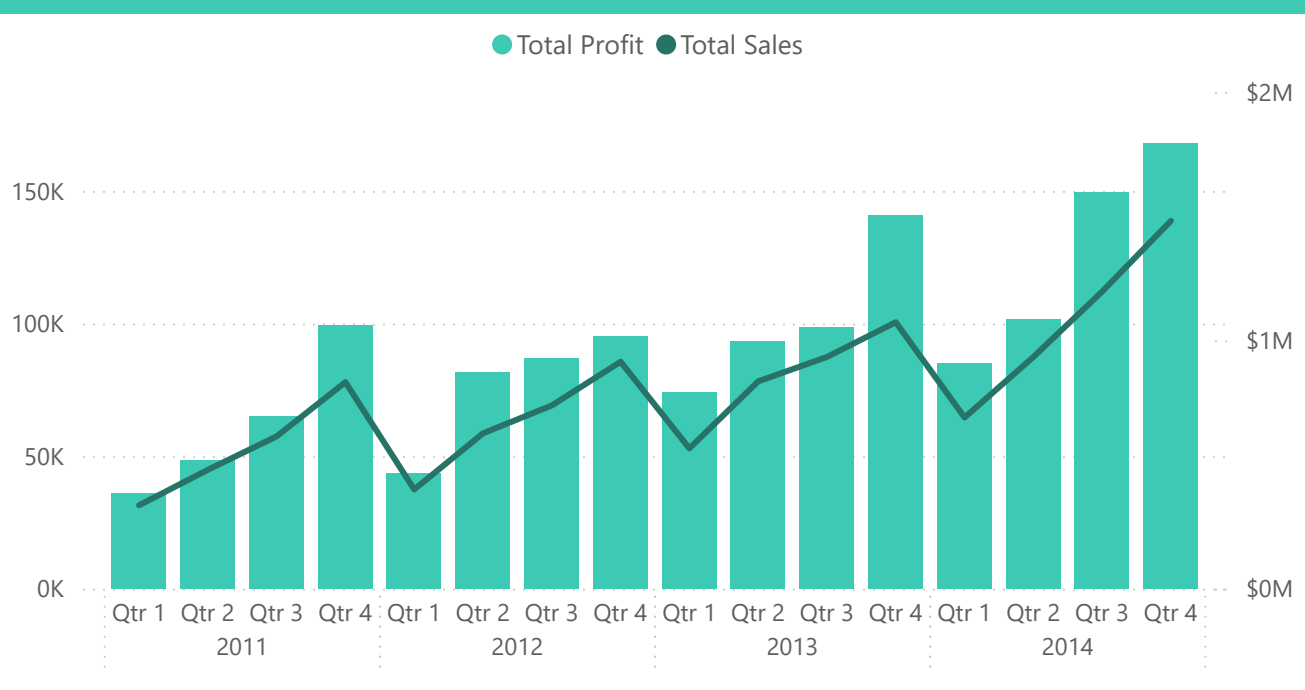
Profit Margin by Region



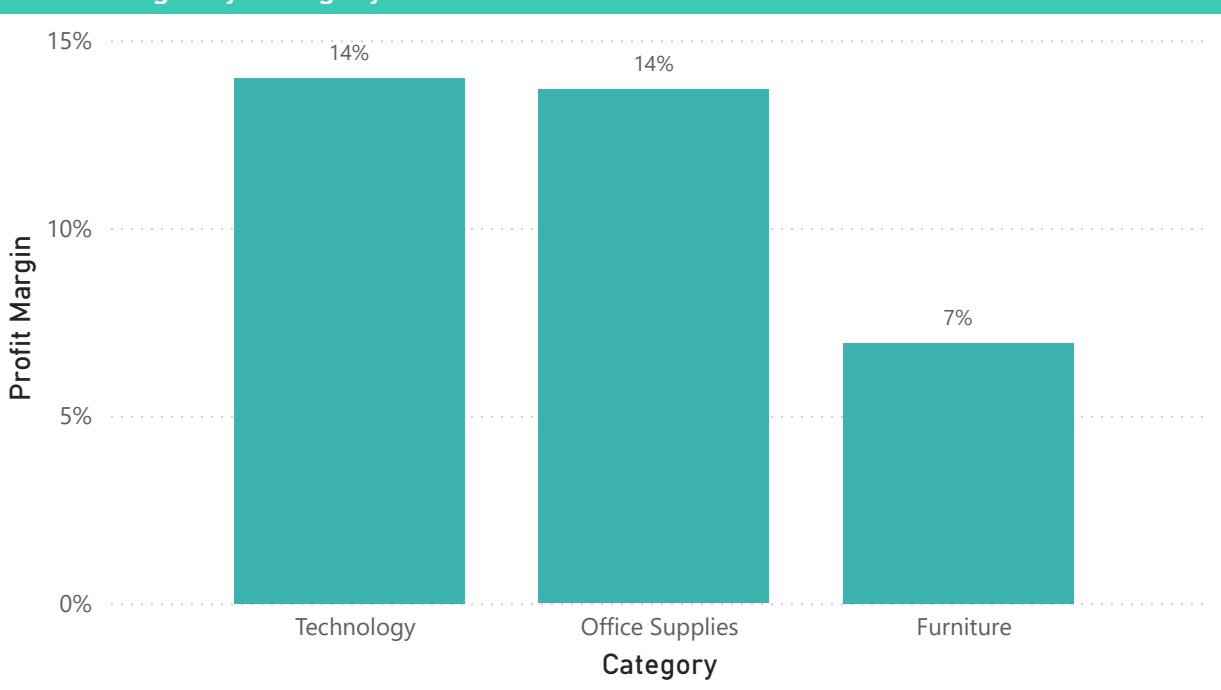
Profit Margin by Customer Segment



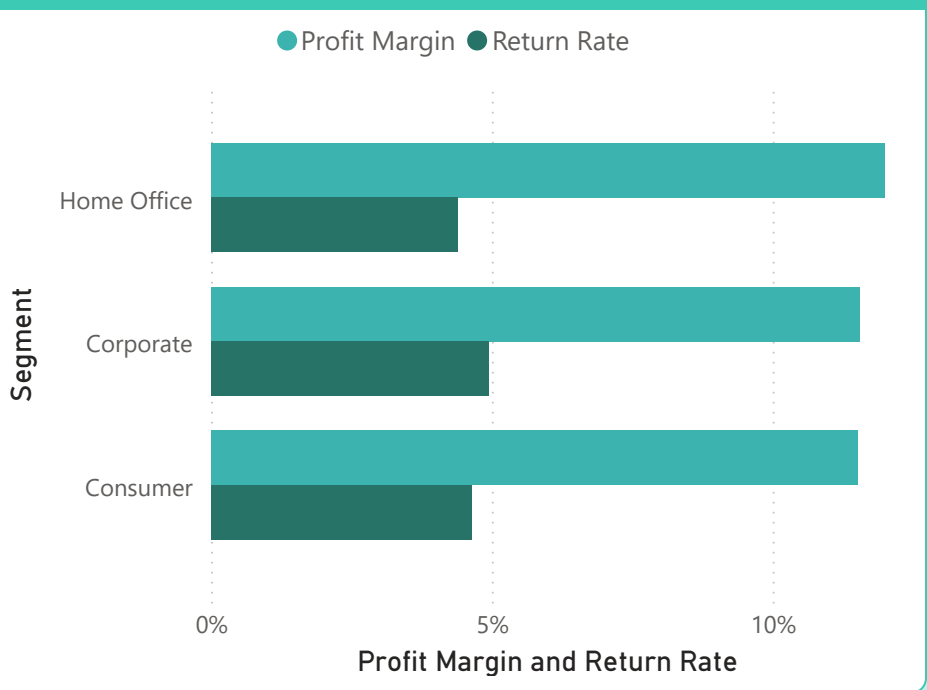
Sales & Profit over time



Profit Margin by Category



Profit Margin VS Return Rate by Customer Segment



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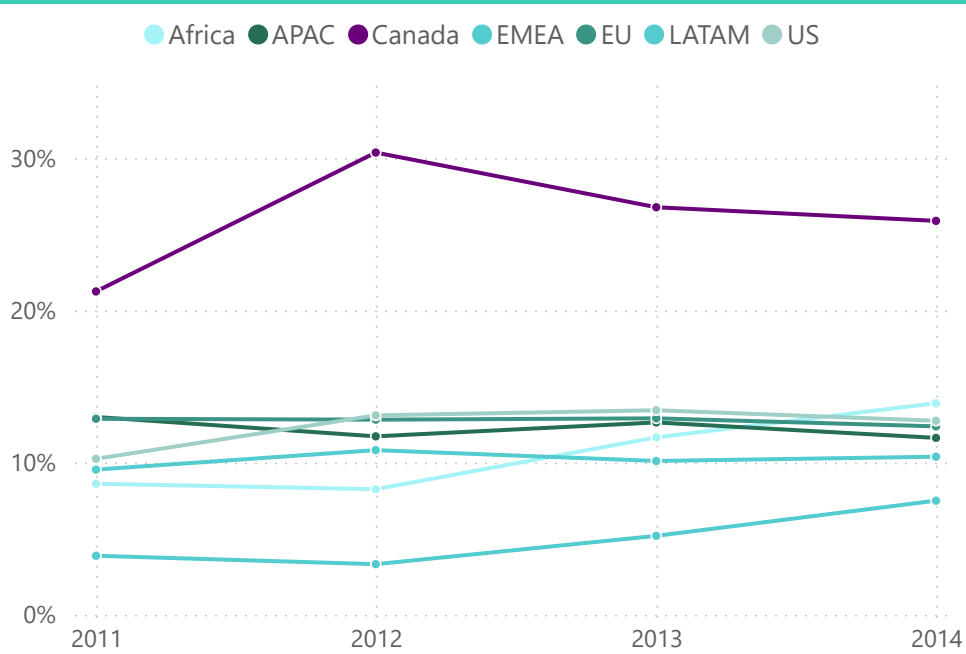
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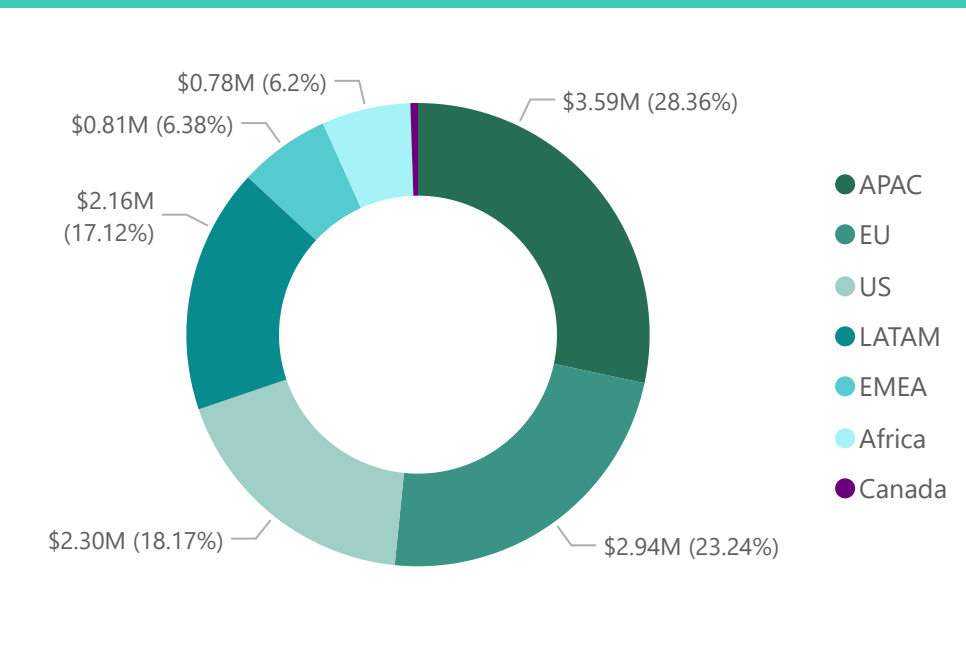
Churn Rate

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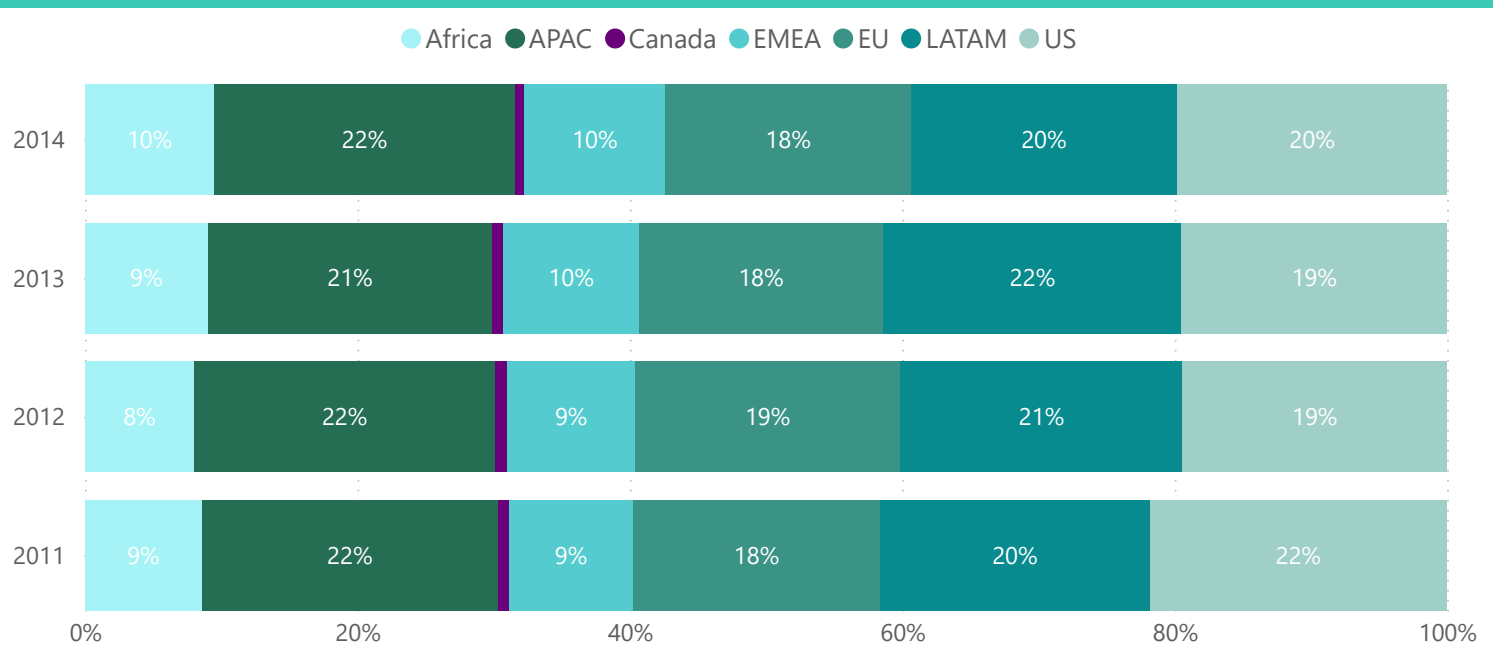
Profit Margin by Market over time



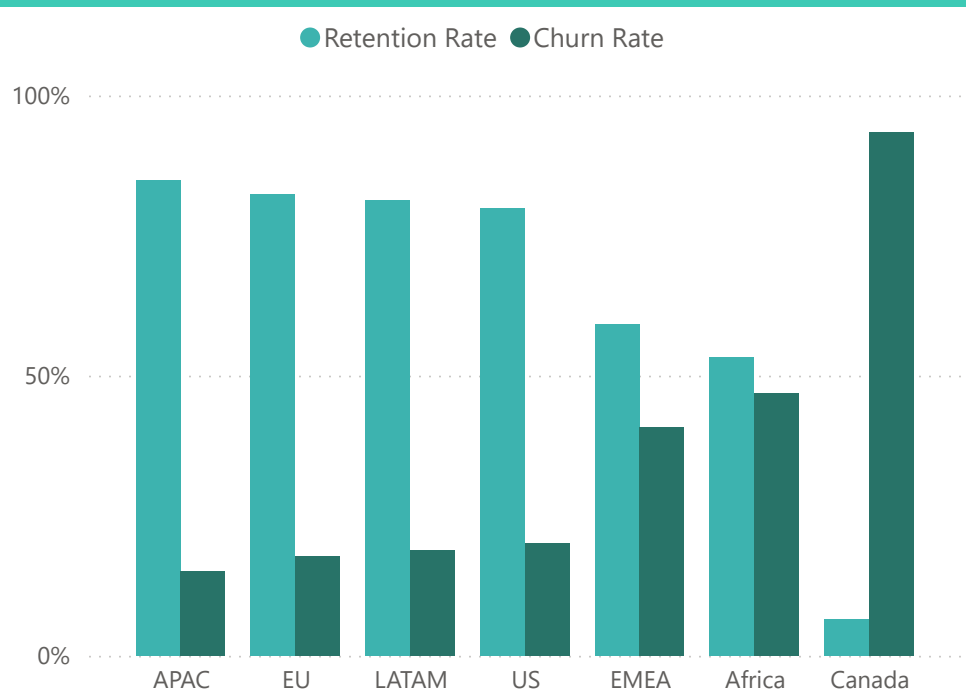
Sales Distribution by Market



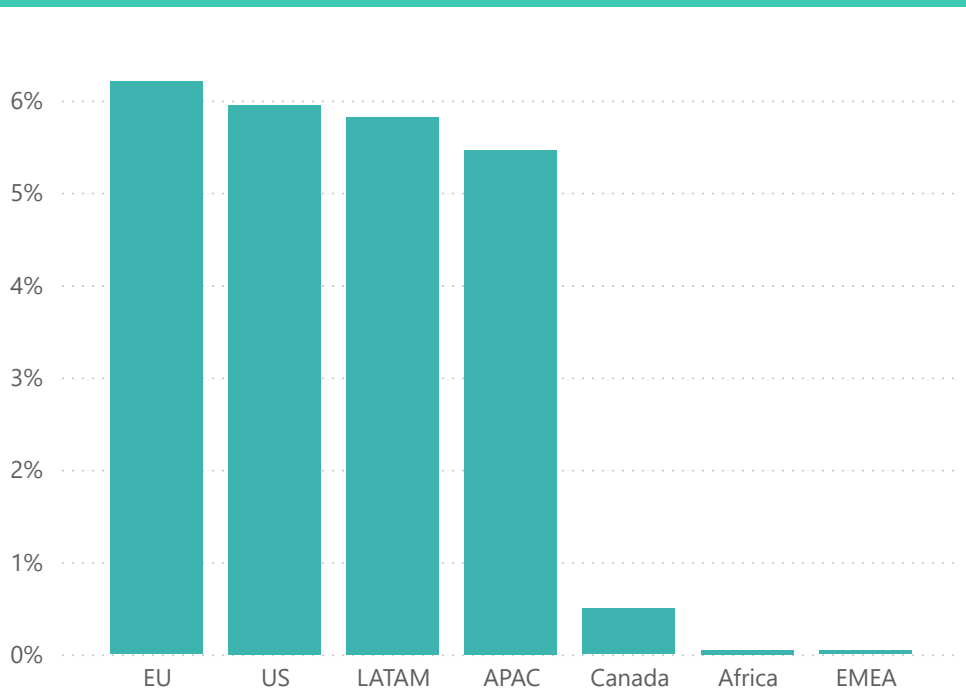
Orders Volume by Market



Retention Rate & Churn Rate by Market



Return Rate by Market



## Key Metrics Overview by Dimensions

Key Metrics Overview by Dimensions					Year
Category	Total Sales	Net Sales	Total Profit	Total Order	Market
Office Supplies	\$3.79M	\$3.54M	0.52M	190	Segment
Furniture	\$4.11M	\$3.85M	0.29M	81	Category
Technology	\$4.74M	\$4.44M	0.66M	83	Sub-Category
Total	\$12.64M	\$11.82M	1.47M	250	

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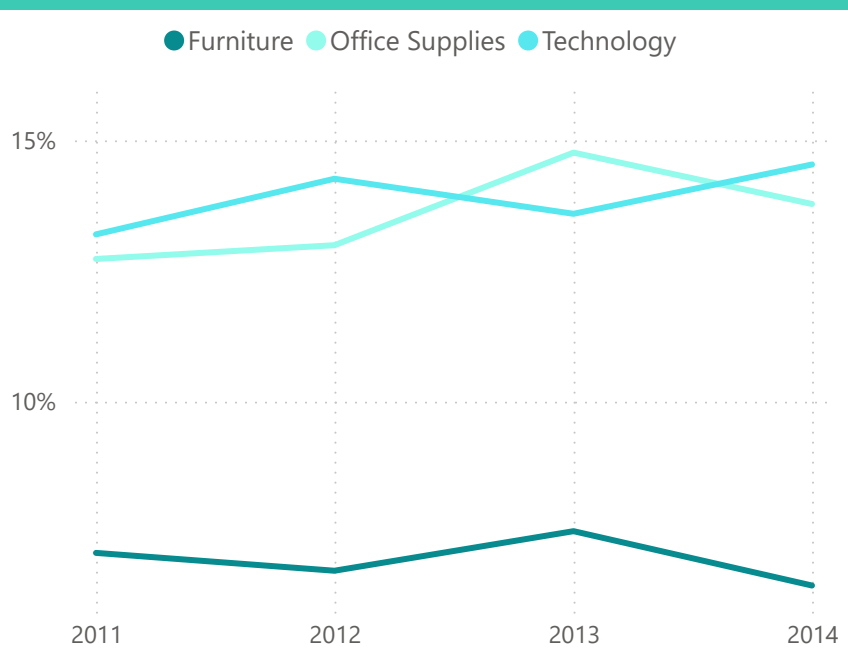
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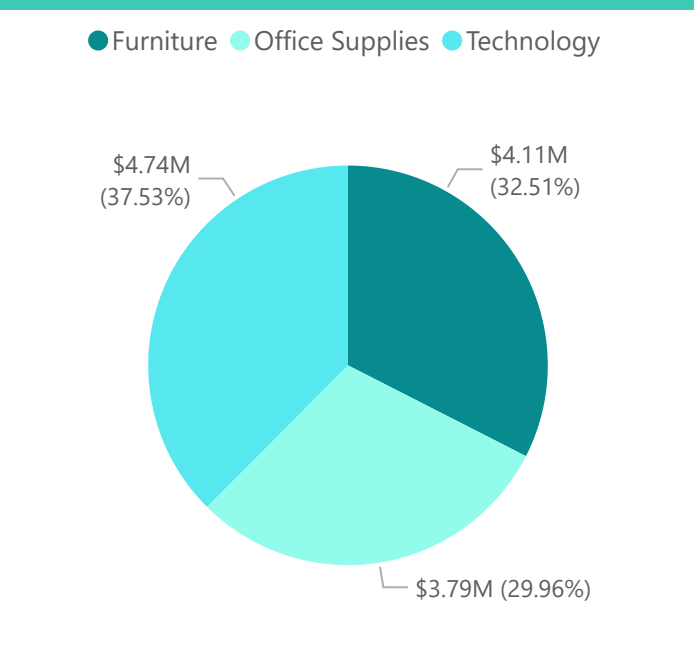
Churn Rate

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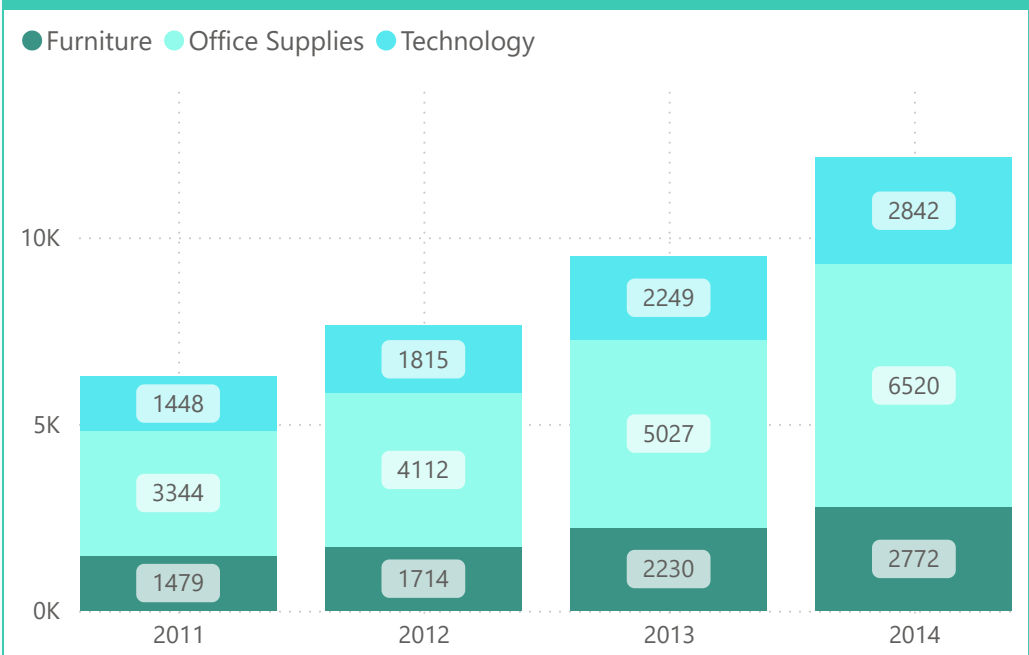
Profit Margin by Product Category overtime



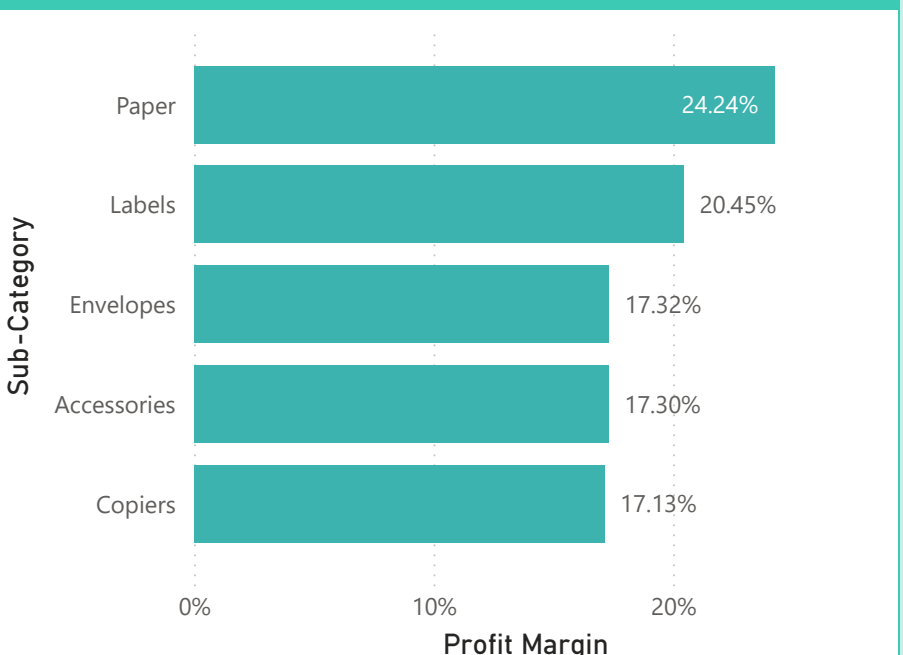
Sales Distribution by Product Category



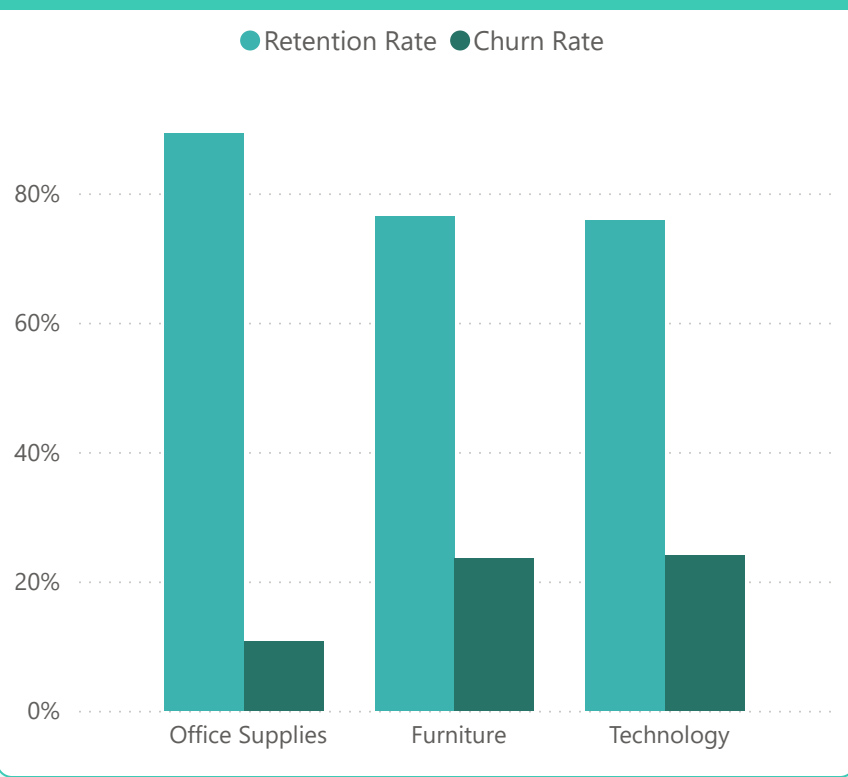
Orders Volume by Product Category



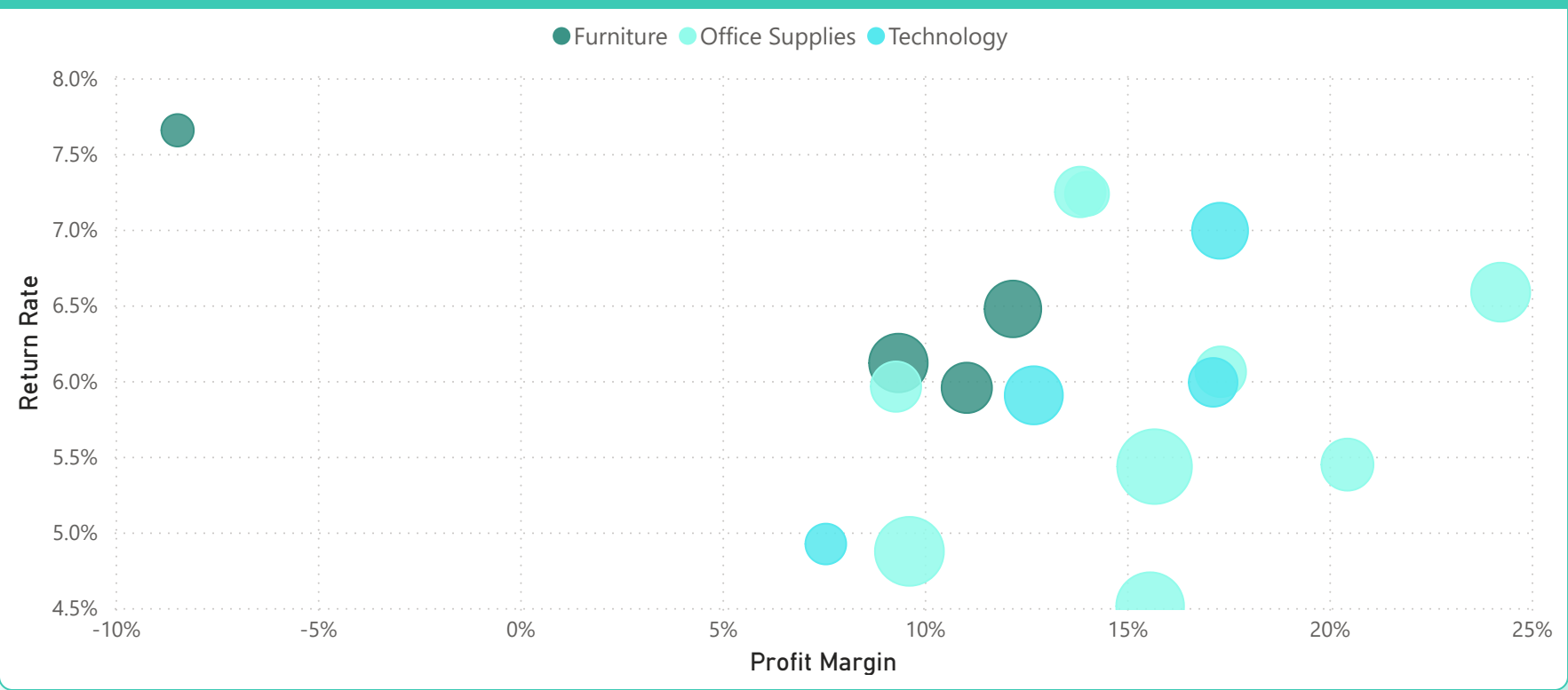
Top 5 Product Sub-Category with Highest Profit Margin



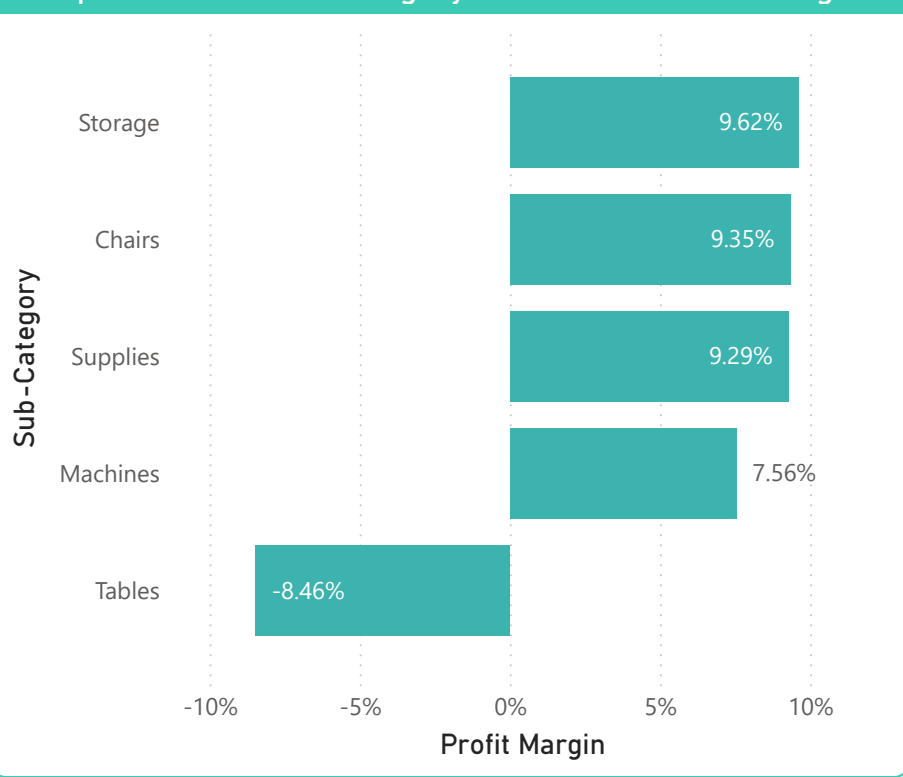
Retention Rate & Churn Rate by Product Category



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

→ Prioritize investments in APAC\*\*, EU\*, and Africa\* for sustainable expansion. Canada and LATAM need to reorient their strategies.

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

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