

# Profit Contribution project

## Goals

- Drive the company through profitability
- Product portfolio management
- Product targeting for marketing campaigns

## Stakeholders

- Controlling
- Sales and Purchasing
- Marketing
- Logistics
- Quality Management
- Product Management

## Steps

- Business cases definition
- Data gathering
- Rules agreement
- Numbers validation
- Custom dashboards for the departments

# Profit Contribution Model

Metrics   Year / Month	2018	2019	2020
Avg. Price	105.5	108.8	114.2
Cancellation rate (%)	1.4	1.2	1.3
Net Order Value (M€)	120	147	138
Cost of Goods Sold	53.5	66.4	59.4
PC1 / PC1 %	55.40%	57.10%	58.10%
Payment + Shipping Cost + Handling cost	16	16.9	14.7
PC2 / PC2 %	42.08%	43.33%	46.30%
Marketplaces commissions + Marketing cost	18	21.3	18.4
PC3 / PC3 %	27.08%	28.84%	32.97%
Replace rate (%)	2.4	2.2	1.7
Return rate (%)	12.3	11.1	9.8
Product value balance + Depreciation	6	5.8	5.2
Shipping Cost + Handling cost + Return commissions	3	2.9	2.3
PC4 / PC4 %	19.58%	22.93%	27.54%
Warehouse + Other non-attributed operational costs	4	4.4	4.4
PC5 / PC5 %	16.25%	19.93%	24.35%

Category

Subcategory

Brand

Country

Channel