**Regional Performance** **Insights Summary**

**Immediate Action Required | +$150K Profit Opportunity**

**Key Findings**

**West ($108K) outperforms Central ($40K) by 272%.** California + New York = 53% of total profit. Central region destroys value with 24% discount rates vs 10-12% elsewhere. **Critical intervention needed.**

**Performance Summary**

| **Region** | **Profit** | **Profit/Order** | **Key Issue** |
| --- | --- | --- | --- |
| **West** | $108K | $33.85 | Market leader |
| **East** | $91K | $32.14 | Home Office excellence ($180/order) |
| **South** | $47K | $28.86 | **Poor execution** (Home Office: $14/order) |
| **Central** | $40K | $17.09 | **Value destruction** (24% discounts) |

**Success Factors**: Discount discipline (10-12%), Technology focus, Home Office specialization

**Strategic Actions**

**IMMEDIATE (30 Days)**

**Central**: Discount moratorium on loss-making categories (Binders, Furniture)  
**South**: Transfer East’s Home Office Technology practices ($180 vs $14 profit/order)

**STRATEGIC (3-6 Months)**

**CA/NY Expansion**: Double down on economic hub success  
**Best Practice Scaling**: Replicate East/West models to underperforming regions

**Financial Impact**

| **Initiative** | **Region** | **Impact** | **Timeline** |
| --- | --- | --- | --- |
| Discount discipline | Central | **+$50K** | Q1-Q2 |
| Strategy transfer | South | **+$25K** | Q2-Q3 |
| Hub expansion | CA/NY | **+$75K** | Q3-Q4 |

**Total: +$150K Annual Profit (53% increase)**  
**Investment**: $200K | **Payback**: 16 months

**Next Steps**

1. **Approve Central discount moratorium** (prevent value destruction)
2. **Authorize South-East knowledge transfer** (capture opportunity)
3. **Fund CA/NY expansion** (amplify success)

**Success Metrics**: Central break-even by Q1, +15% company profit by Q4

**RECOMMENDATION**: Approve $200K investment for $150K annual return