

# Profitability Deep Dive and Action Plan

Overall Sales  
Momentum is Strong...

Accountability:  
Manager Kelly Willia...

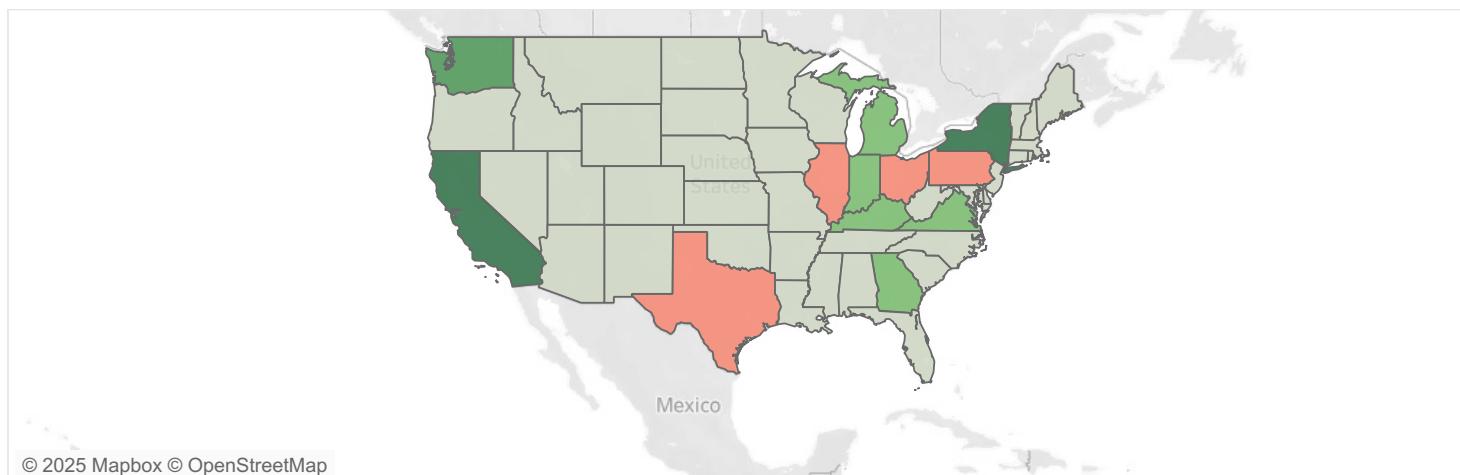
Tables and Bookcases  
are the national profi...

Volatility is Tied to  
Freight Costs. The sh...

Key Recommendations  
for 2024

## Superstore Profit Diagnosis: Identifying High-Risk Product Segments

### 03 - Regional Profit Map & Manager Accountability

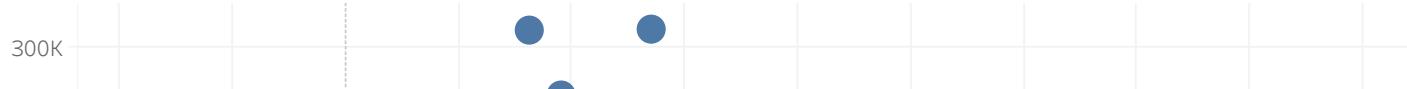


Profit  
-32,735 76,381  
Measure Names  
Profit Ratio

### 01 - Monthly Performance KPI



### 02 - Product Profitability vs Return Rate



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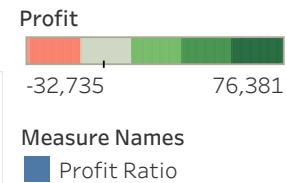
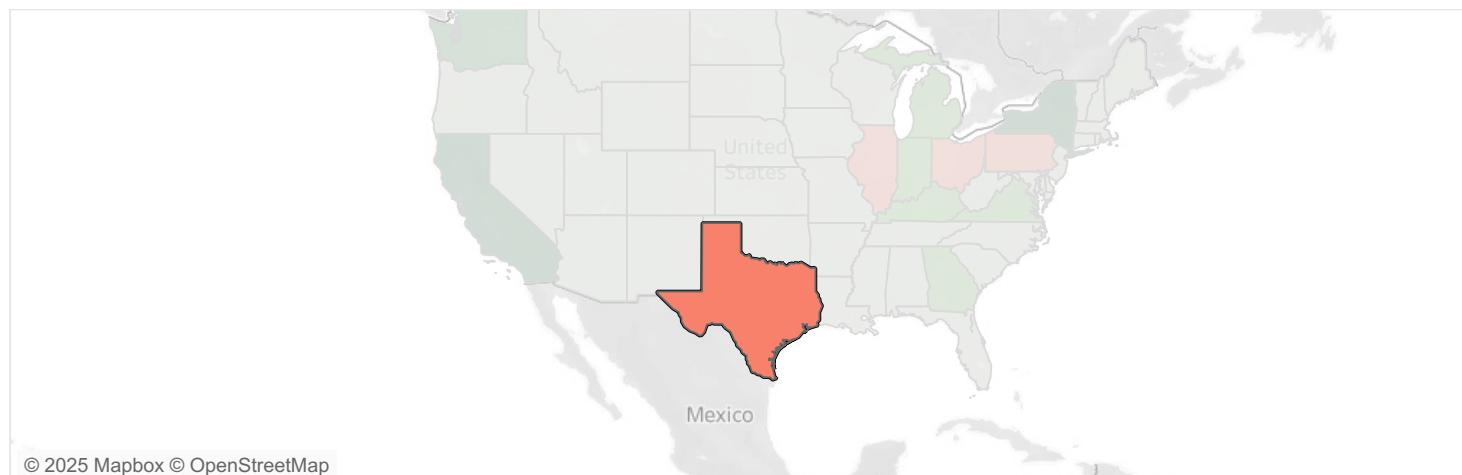
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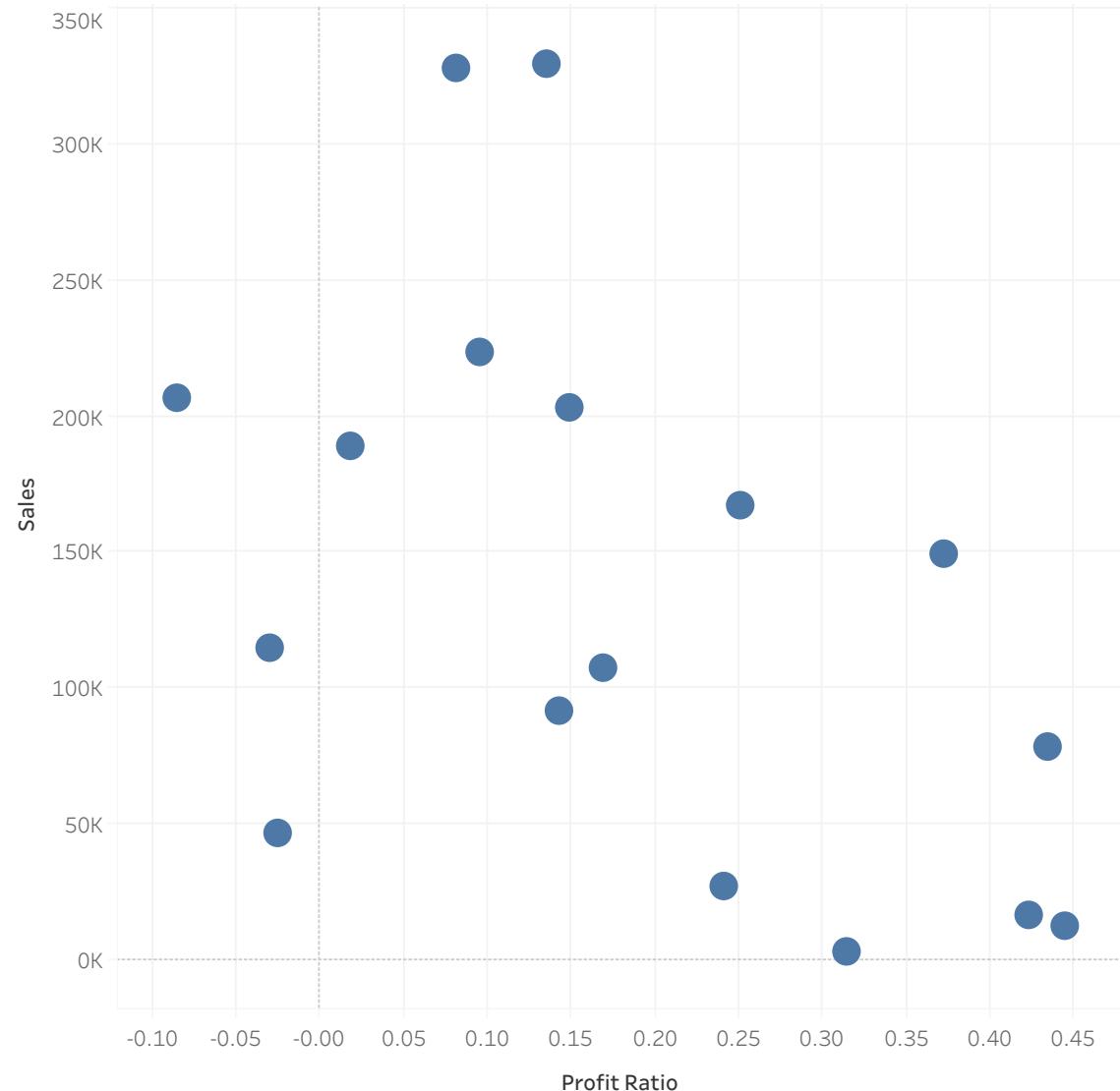
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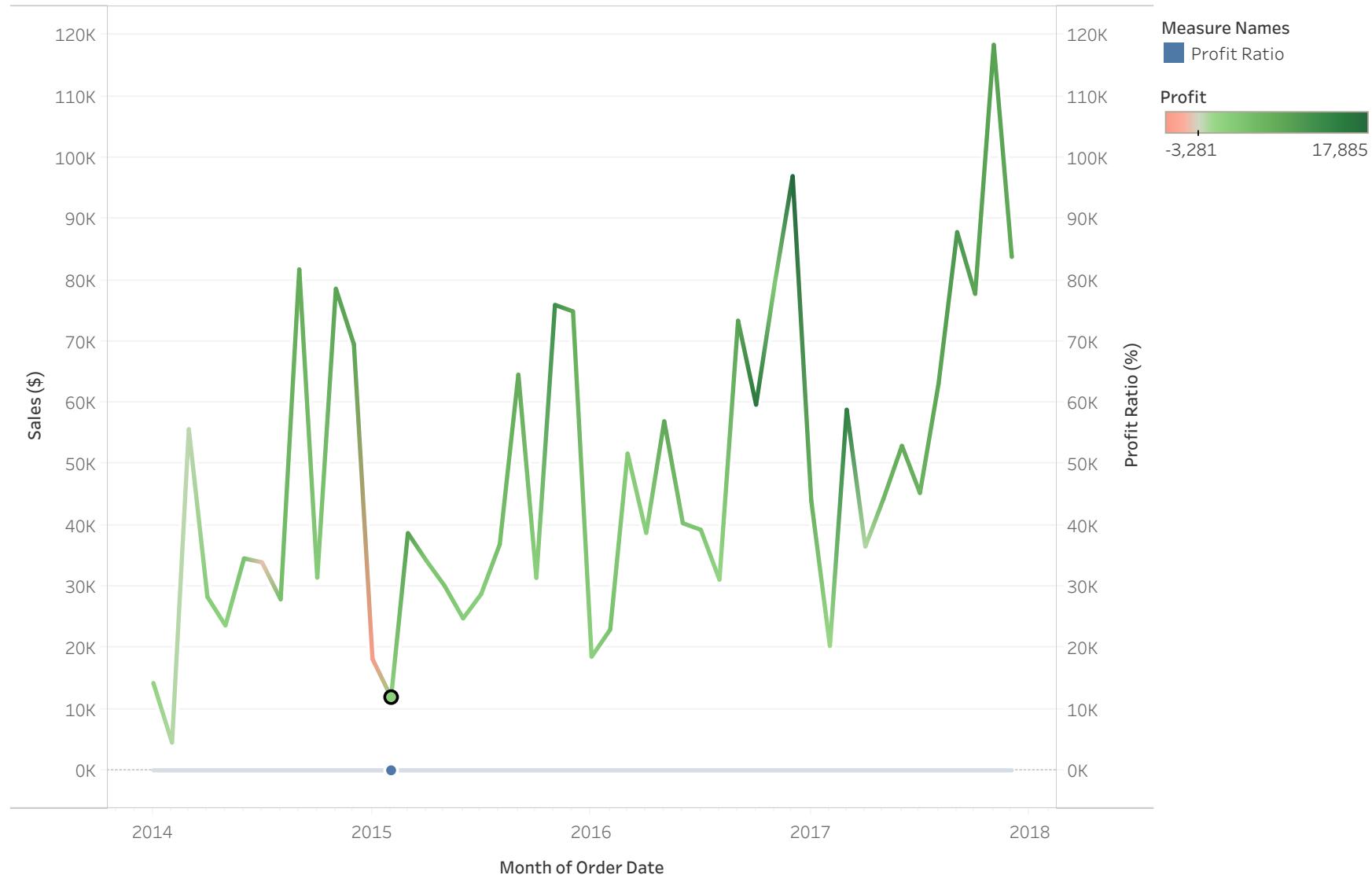
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## Key Recommendations for 2024

**Pricing:** Immediately review the pricing model for 'Tables' in the Central region to ensure a minimum 5% Profit Ratio.

**Logistics:** Negotiate better freight contracts for furniture to mitigate the Q4 margin squeeze.

**Accountability:** Implement a profit-based incentive structure for Regional Managers.