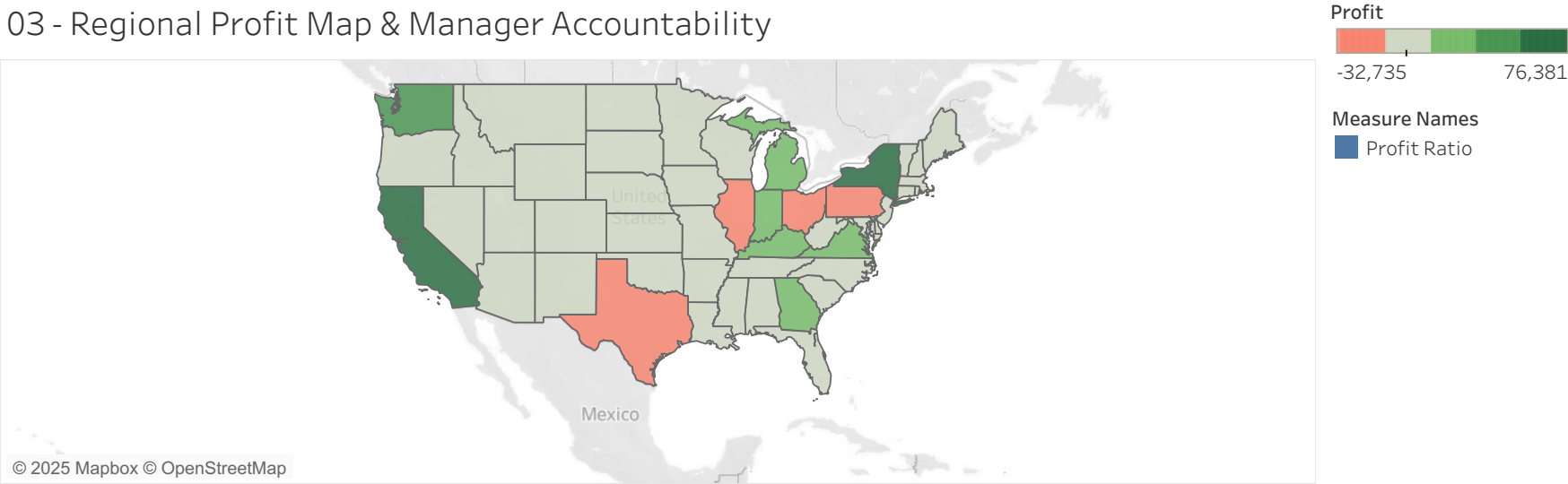


Profitability Deep Dive and Action Plan

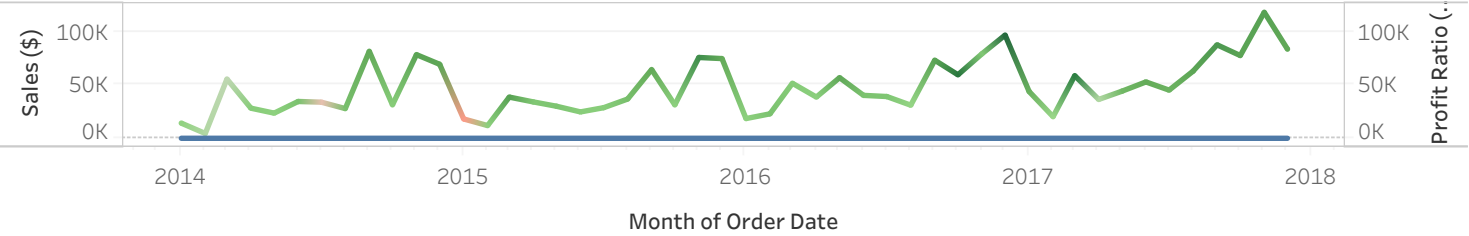
Overall Sales Momentum is Strong,...	Accountability: Manager Kelly Willia..	Tables and Bookcases are the national profi..	Volatility is Tied to Freight Costs. The sh..	Key Recommendations for 2024
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Superstore Profit Diagnosis: Identifying High-Risk Product Segments

03 - Regional Profit Map & Manager Accountability



01 - Monthly Performance KPI



02 - Product Profitability vs Return Rate

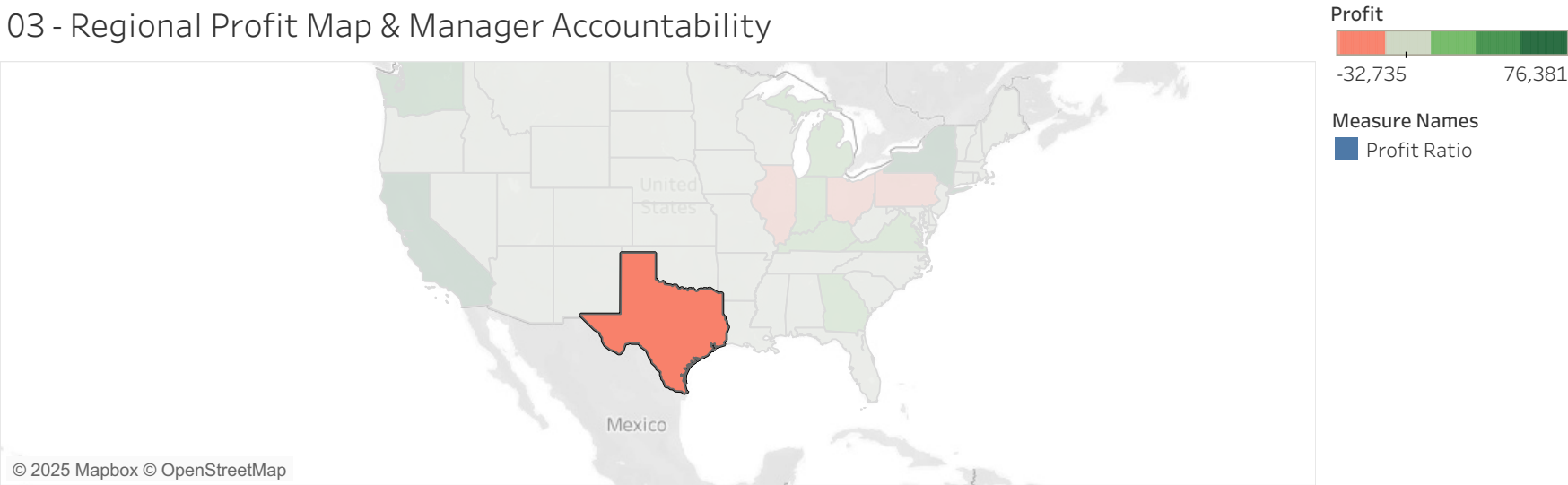


Profitability Deep Dive and Action Plan

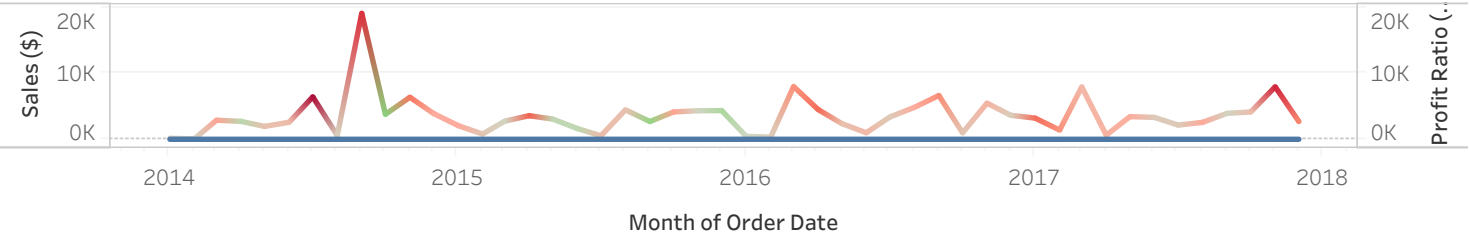
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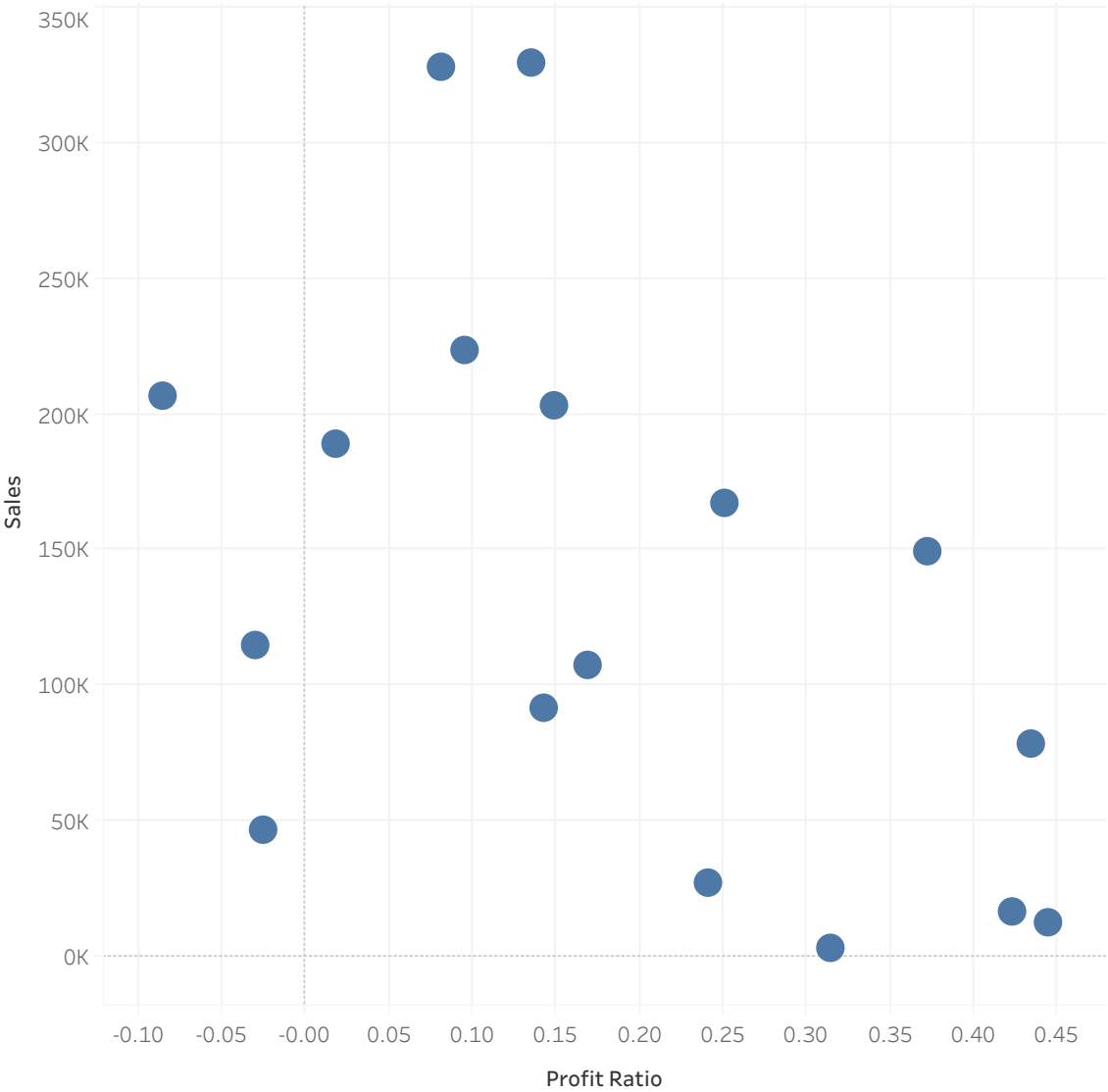


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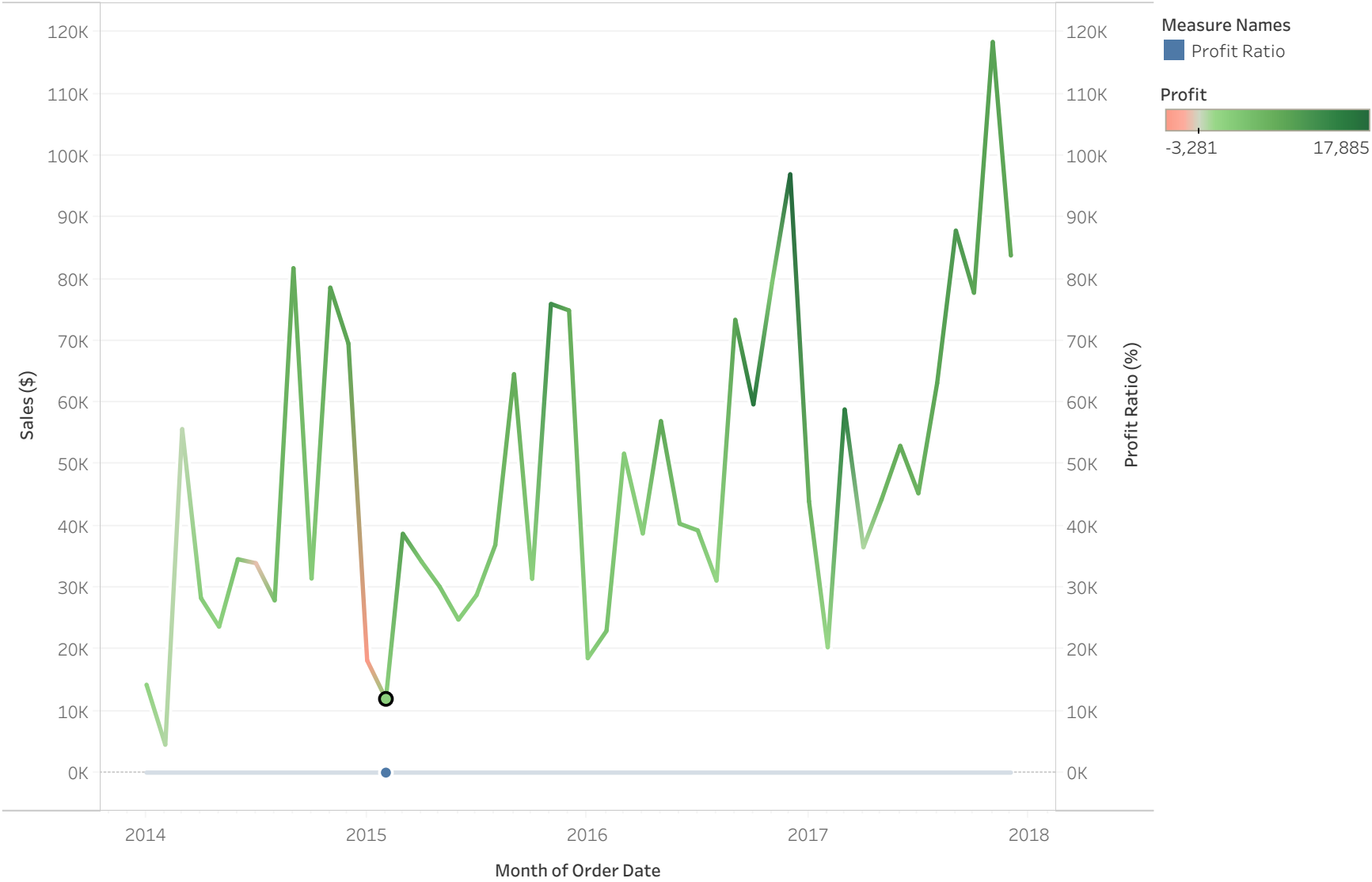
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Profitability Deep Dive and Action Plan

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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.