

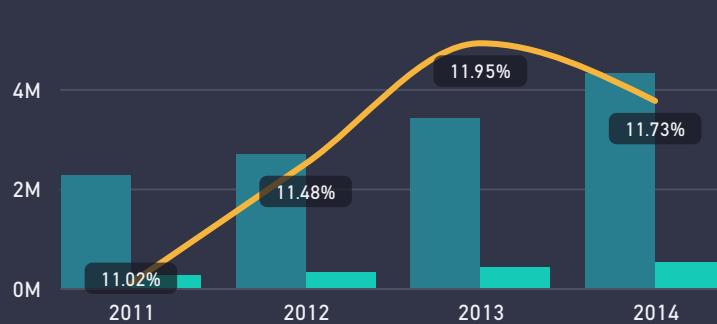
BUSINESS OVERVIEW



Business Performance Overview

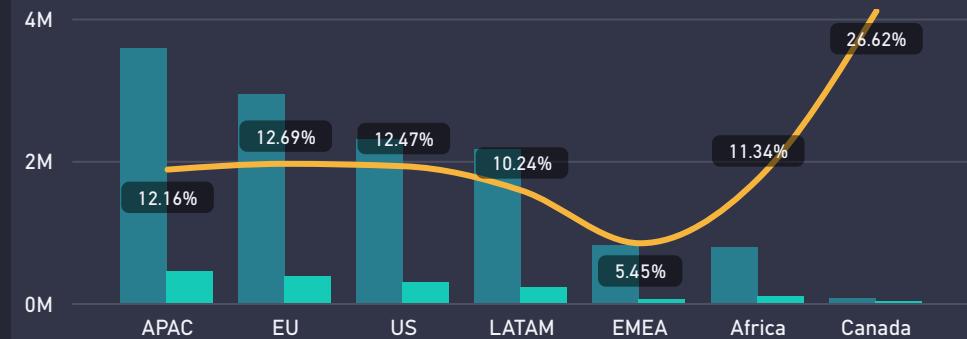
Year > Quarter > Month

Total Sales Total Profit Profit Margin



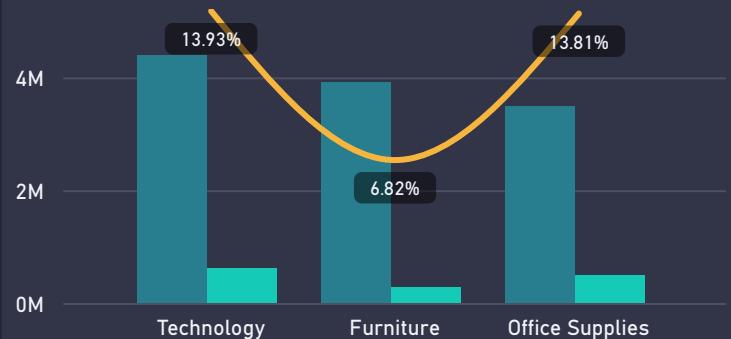
Market Performance Overview

Total Sales Total Profit Profit Margin



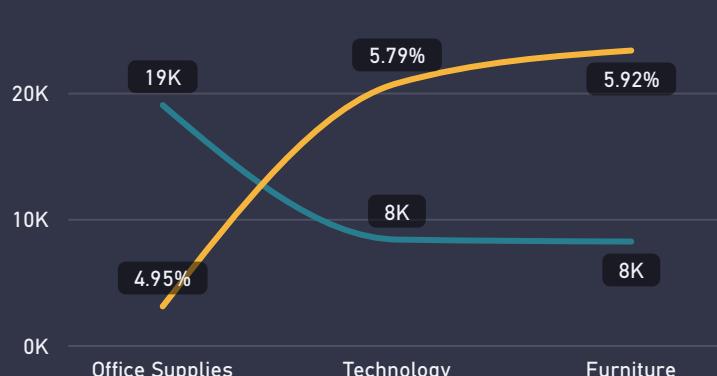
Category Performance Overview

Total Sales Total Profit Profit Margin



Orders and Return Rate Trends

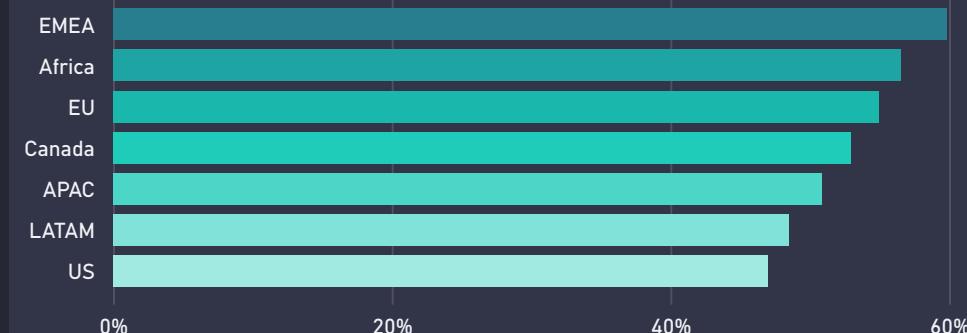
Total Orders Return Rate



Revenue Growth by Market (YoY%)

Sales YoY% 46.95% 59.80%

53.38%



Revenue Trend

By Year

Market

Category



MARKET ANALYSIS

Year

All

Category

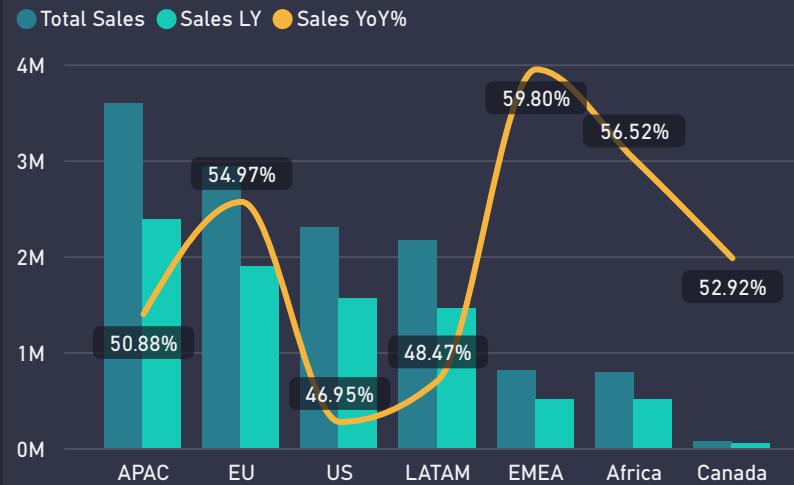
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Market

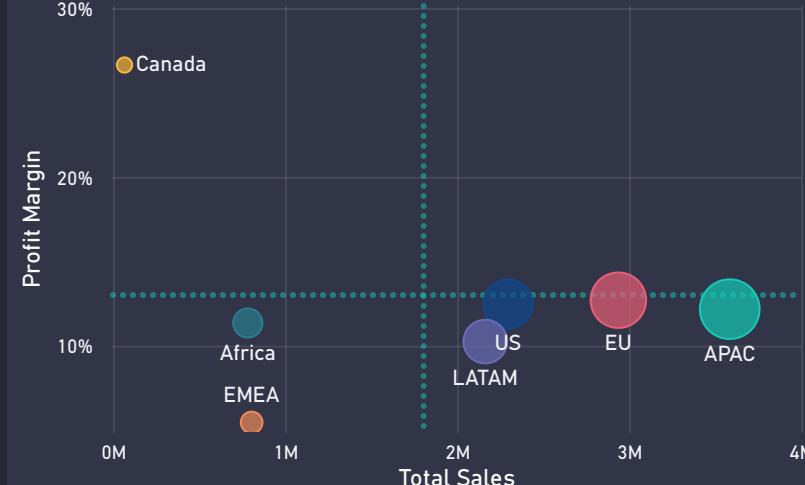
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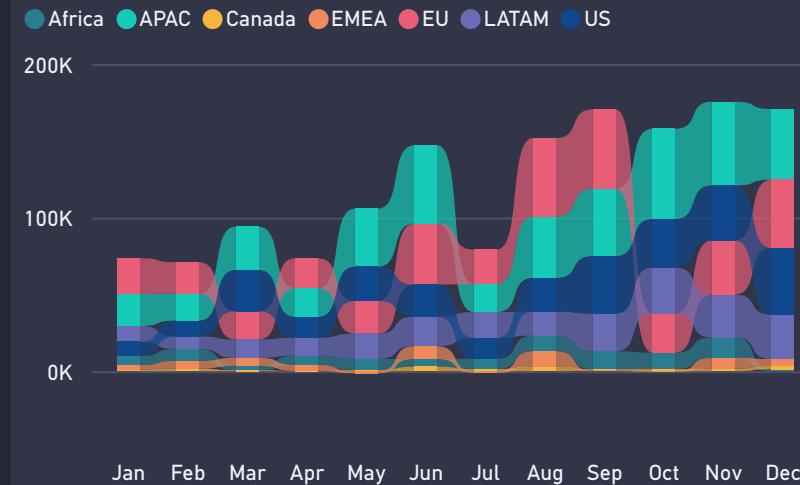
Total Sales vs LY Sales (YoY%)



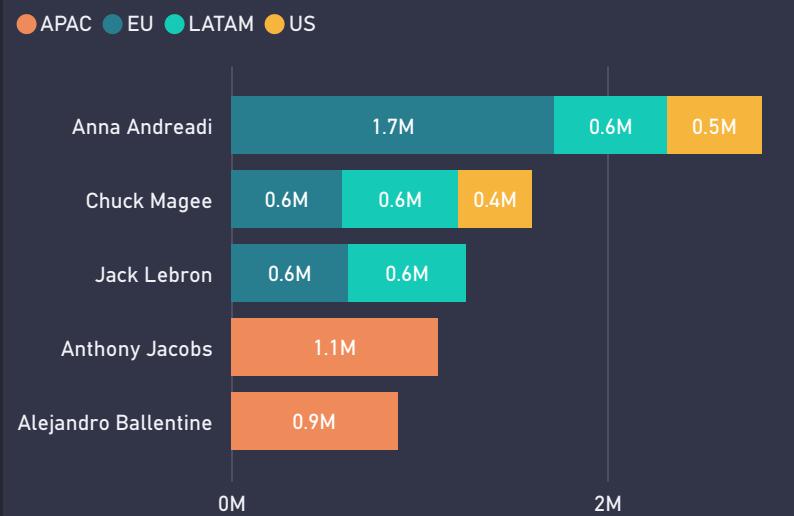
Total Sales, Profit Margin & Total Profit by Market



Total Profit by Month and Market



Top 5 Sales Representatives by Total Sales



Sales Performance by Market > Country > City

Market	Total Sales	Sales LY	Sales YoY%	Sales by Year	Total Profit	Profit Margin	Total Orders	Return Rate
+ Africa	783773	500737	▲ 56.5%		88872	11.34%	2232	
+ APAC	3585744	2376545	▲ 50.9%		436000	12.16%	5437	5.44%
+ Canada	66928	43767	▲ 52.9%		17817	26.62%	201	
+ EMEA	806161	504475	▲ 59.8%		43898	5.45%	2462	
+ EU	2938089	1895885	▲ 55.0%		372830	12.69%	4593	6.18%
+ LATAM	2164605	1457972	▲ 48.5%		221643	10.24%	5138	5.80%
+ US	2297201	1563254	▲ 46.9%		286397	12.47%	5009	5.93%

PRODUCT ANALYSIS

Year

All

Category

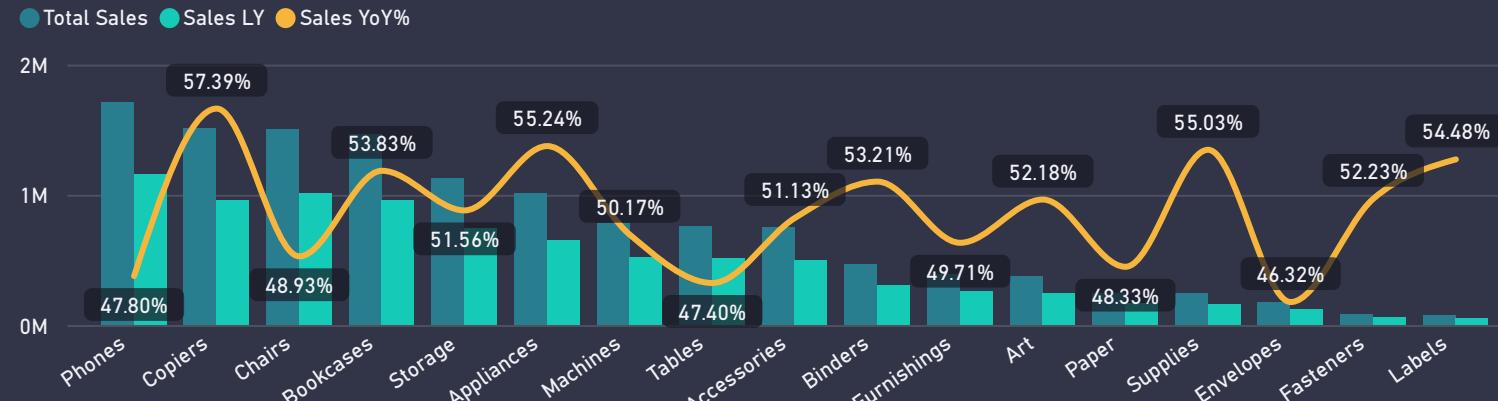
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Market

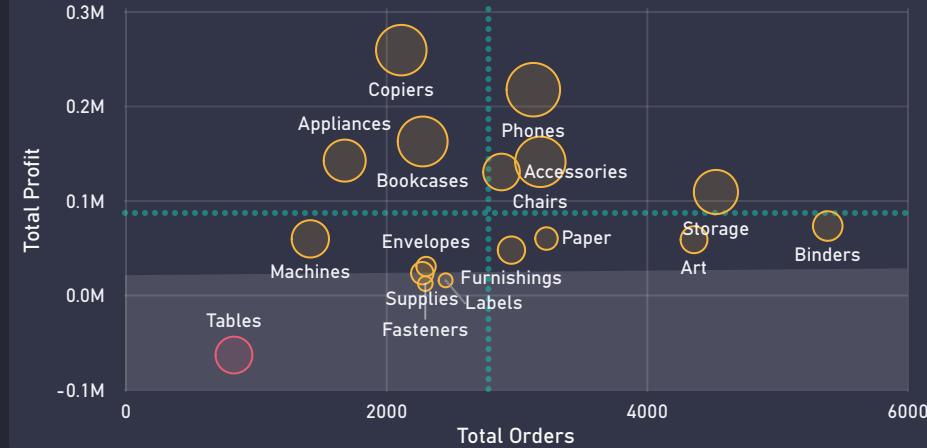
All

Market

Sub-Category Sales vs LY Sales (YoY%)



Total Orders, Total Profit & Total Sales by Sub-Category



Sales Performance by Category > Sub-Category

Category	Total Sales	Sales LY	Sales YoY%	Sales by Year	Total Profit	Profit Margin	Total Orders
Technology							
Accessories	749237	495749	▲ 51.1%	● ● ● ●	129626	17.30%	2889
Copiers	1509436	959051	▲ 57.4%	● ● ● ●	258568	17.13%	2120
Phones	1706824	1154818	▲ 47.8%	● ● ● ●	216717	12.70%	3133
Machines	779060	518781	▲ 50.2%	● ● ● ●	58868	7.56%	1422
Office Supplies							
Paper	244292	164691	▲ 48.3%	● ● ● ●	59208	24.24%	3234
Labels	73404	47516	▲ 54.5%	● ● ● ●	15011	20.45%	2460
Envelopes	170904	116806	▲ 46.3%	● ● ● ●	29601	17.32%	2310

Top Products by Total Sales



INSIGHTS & RECOMMENDATIONS

Overview

Business Performance: Revenue and Profit show strong growth, indicating the company is in a solid expansion phase. Orders are growing in line with sales, while Profit Margin (~11.6%) remains stable → signaling sustainable growth.

Core Markets: APAC & EU - Largest revenue base with stable margin (~12–13%). Require continued investment to maintain leadership.

High-potential Market: Canada - Small revenue but exceptionally high profit margin (26.62%). A promising niche market with expansion potential if scale increases.

Product: Phones and Copiers have high profit contribution with healthy demand levels, making them suitable as strategic products.

Market

APAC & EU: These are Core Markets. Largest revenue with strong YoY growth (~51–55%). High absolute profit but only average profit margin (~12–13%) → Continue investing, focus on margin improvement (reduce discounts, optimize logistics).

US & LATAM: These markets have high revenue but suboptimal profitability. Solid sales (~\$2M) but relatively low YoY growth (US 46.9%, LATAM 48.5%). Below-average profit margin (~10–12%) → Optimize costs, improve pricing strategy and product mix to raise margins.

Canada: This is small but highest margin market. Low revenue but outstanding profit margin (~28%) → Potential to expand and position as a premium niche market.

Africa & EMEA: These are Weak Markets - Low sales and margins despite high YoY growth → Not a priority for major investment; maintain presence and use as test markets for new products/models.

Sales Representatives

Anna Andreadi is the top performer with highest total sales (~\$2.8M), significantly outperforming all other reps. She could take on a leadership role in training or best practice sharing for other reps.

Nicole Hansen is the only sales representative in Canada, which presents both an operational risk and a growth limitation. It is advisable to retain Nicole as the lead representative for Canada and capitalize on her proven performance by involving her in onboarding and training new team members.

Product

Art, Storage, Binders are high-order, low-profit categories. It is suggested to position these items as *entry products* to attract customers, then bundle with higher-margin products (cross-sell & bundling) and use these products in promotional campaigns or loyalty initiatives to drive customer retention and upsell to profit-driving categories (marketing & loyalty programs).

Copiers, Phones are high-profit categories. Prioritize growth in high-potential regions (e.g. Canada) to capture both new demand and superior margins.