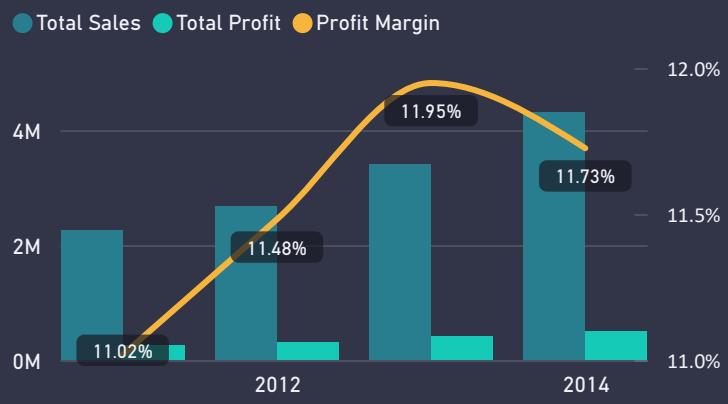


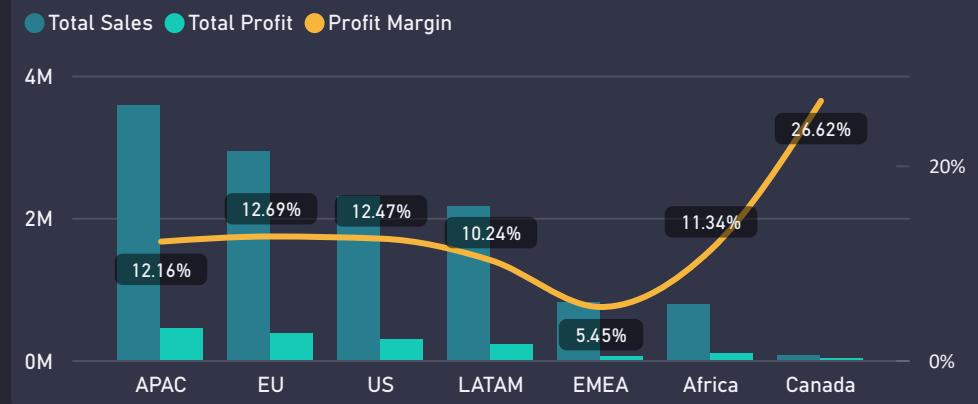
BUSINESS OVERVIEW



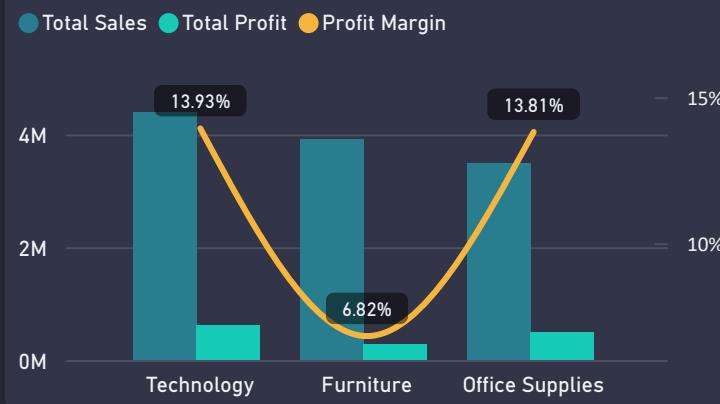
Business Performance Overview



Market Performance Overview



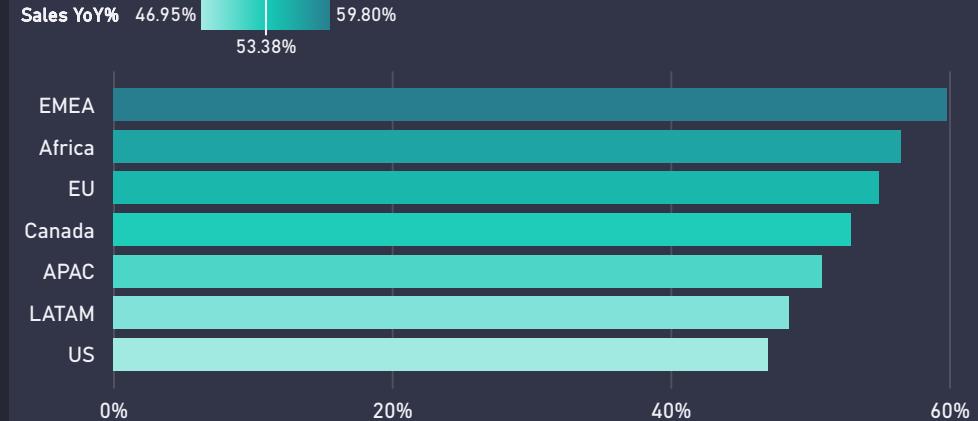
Category Performance Overview



Orders and Return Rate Trends



Revenue Growth by Market (YoY%)



Revenue Trend



MARKET ANALYSIS

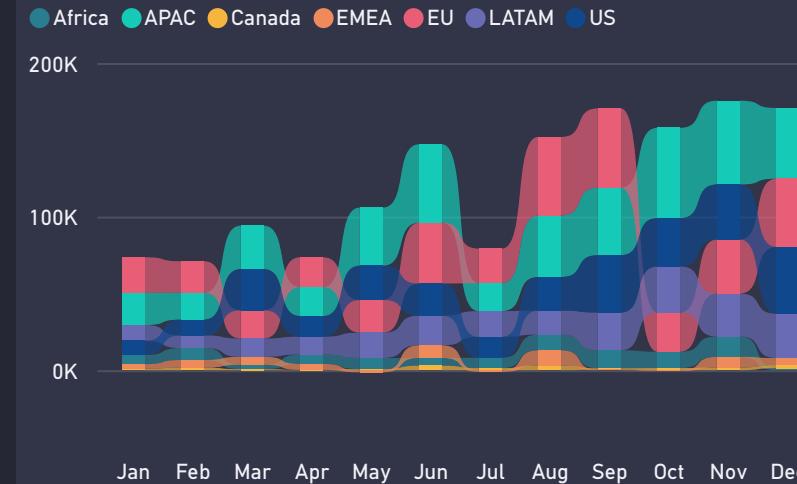
Total Sales vs LY Sales (YoY%)



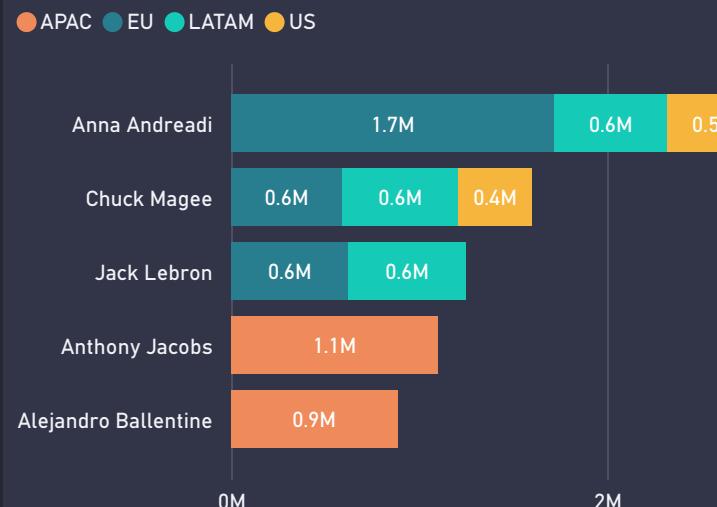
Total Sales, Profit Margin & Total Profit by Market



Total Profit by Month and Market



Top 5 Sales Representatives by Total Sales



Choose dimension to analyze

Market	Total Sales	Sales LY	Sales YoY%	Sales by Year	Total Profit	Profit Margin	Total Orders	Return Rate
Africa	783,773.21	500,736.77	▲ 56.5%	•••••	88,871.63	11.34%	2232	
APAC	3,585,744.13	2,376,545.44	▲ 50.9%	•••••	436,000.05	12.16%	5437	5.44%
Canada	66,928.17	43,767.06	▲ 52.9%	•••••	17,817.39	26.62%	201	
EMEA	806,161.31	504,475.37	▲ 59.8%	•••••	43,897.97	5.45%	2462	
EU	2,938,089.06	1,895,885.33	▲ 55.0%	•••••	372,829.74	12.69%	4593	6.18%
LATAM	2,164,605.17	1,457,972.23	▲ 48.5%	•••••	221,643.49	10.24%	5138	5.80%
US	2,297,200.86	1,563,253.84	▲ 46.9%	•••••	286,397.02	12.47%	5009	5.93%

PRODUCT ANALYSIS

Year

All

Category

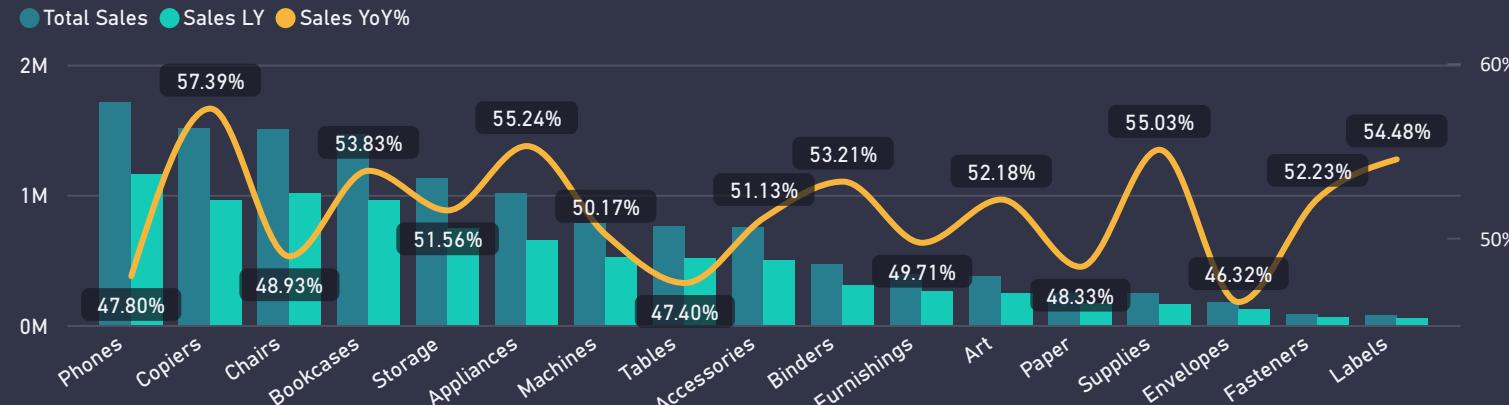
All

Market

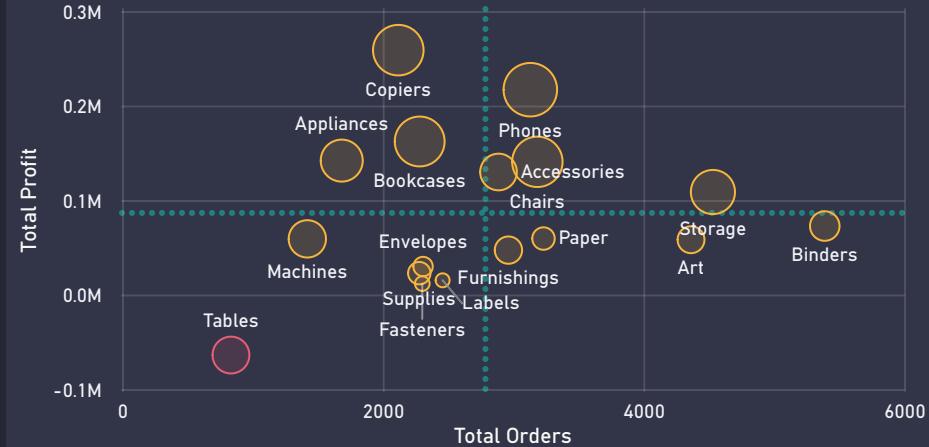
All

Market

Sub-Category Sales vs LY Sales (YoY%)



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



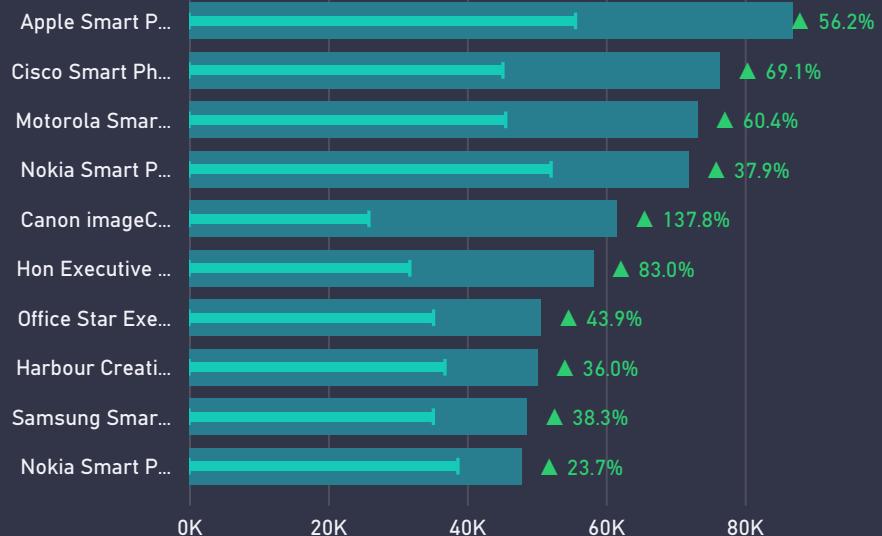
Choose dimension to analyze

Category

Sub-Category

Sub-Category	Total Sales	Sales LY	Sales YoY%	Sales by Year	Total Profit	Profit Margin	Total Orders
Accessories	749,237.02	495,748.85	▲ 51.1%	● ● ● ● ●	129,626.31	17.30%	2889
Appliances	1,011,064.30	651,277.52	▲ 55.2%	● ● ● ● ●	141,680.59	14.01%	1686
Art	372,091.97	244,504.31	▲ 52.2%	● ● ● ● ●	57,953.91	15.58%	4366
Binders	461,911.51	301,491.92	▲ 53.2%	● ● ● ● ●	72,449.85	15.68%	5392
Bookcases	1,466,572.24	953,375.54	▲ 53.8%	● ● ● ● ●	161,924.42	11.04%	2284
Chairs	1,501,681.76	1,008,303.49	▲ 48.9%	● ● ● ● ●	140,396.27	9.35%	3187
Copiers	1,509,436.27	959,051.38	▲ 57.4%	● ● ● ● ●	258,567.55	17.13%	2120
Envelopes	170,904.30	116,805.68	▲ 46.3%	● ● ● ● ●	29,601.12	17.32%	2310
Fasteners	83,242.32	54,683.15	▲ 52.2%	● ● ● ● ●	11,525.42	13.85%	2304

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.