

GLOBAL SUPERSTORE

BUSINESS OVERVIEW

Year

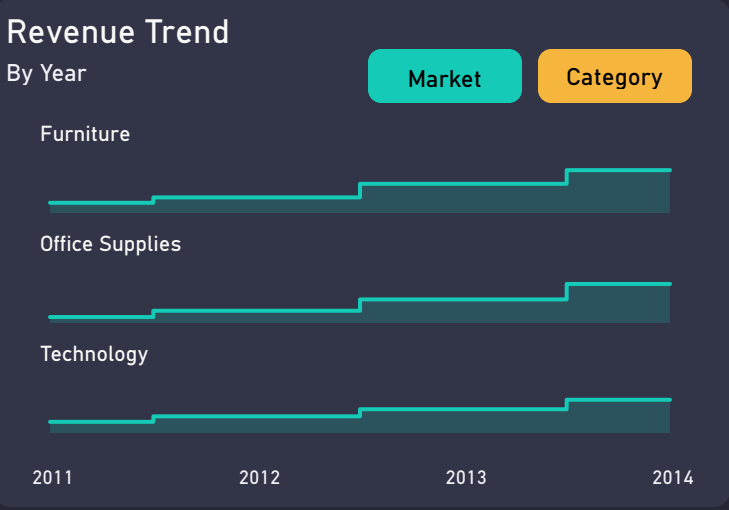
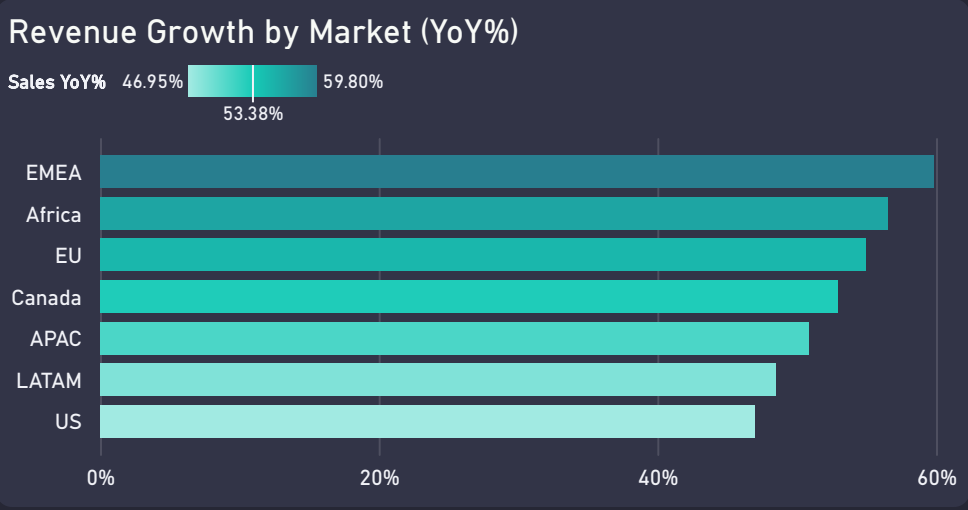
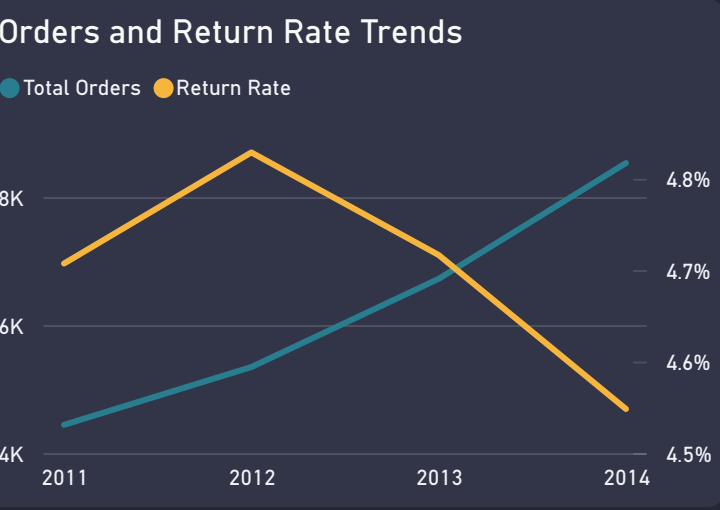
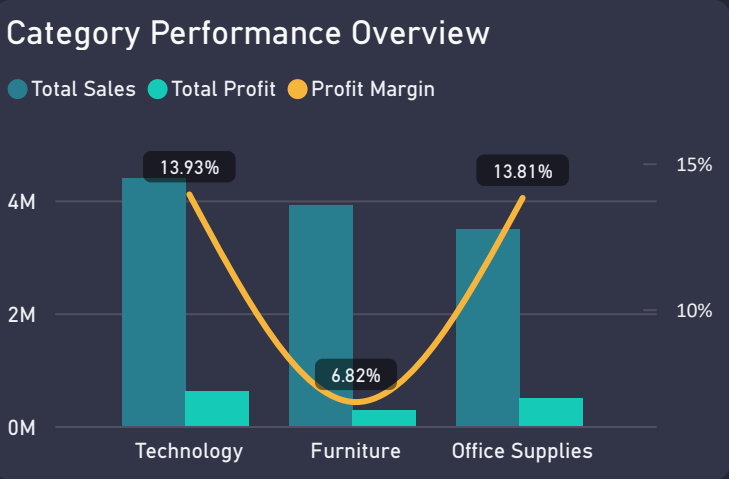
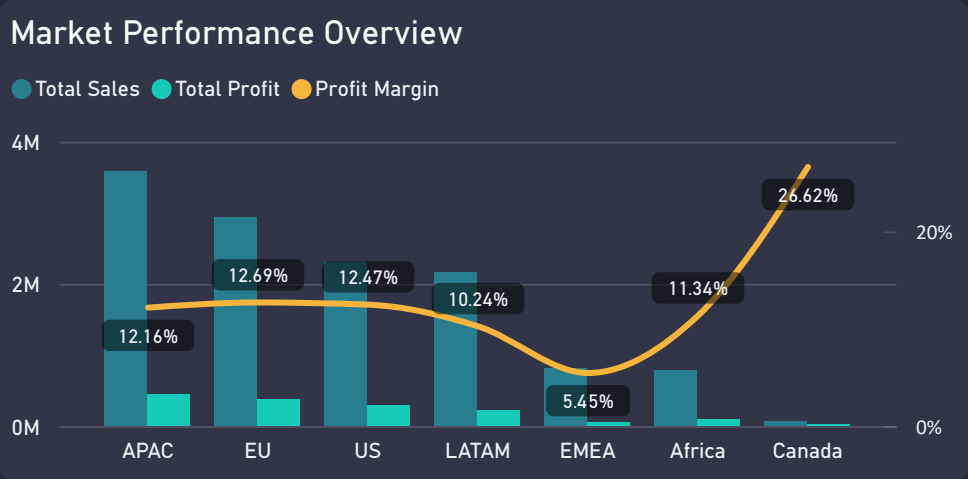
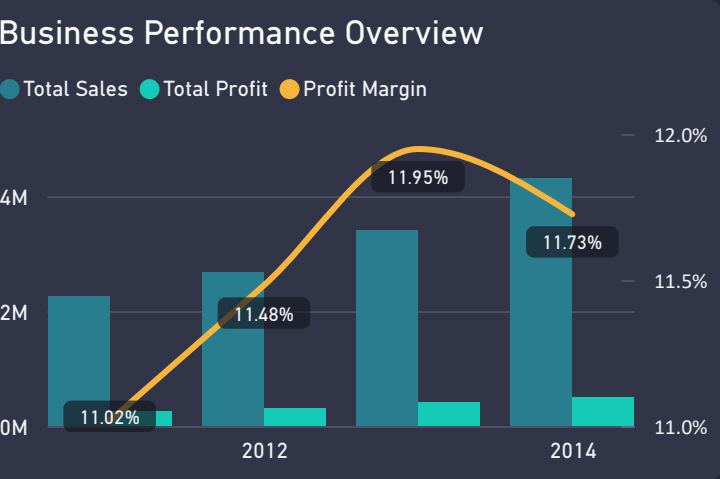
All

Category

All

Market

All



MARKET ANALYSIS

Year

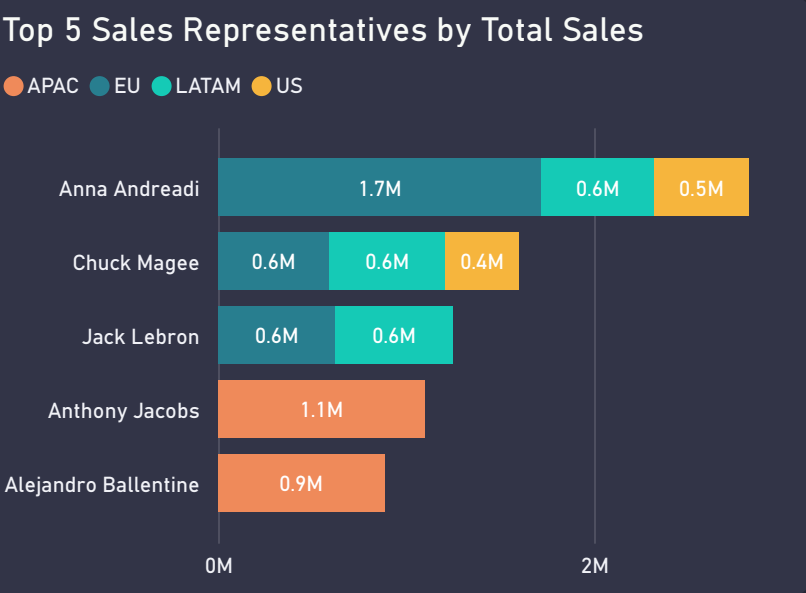
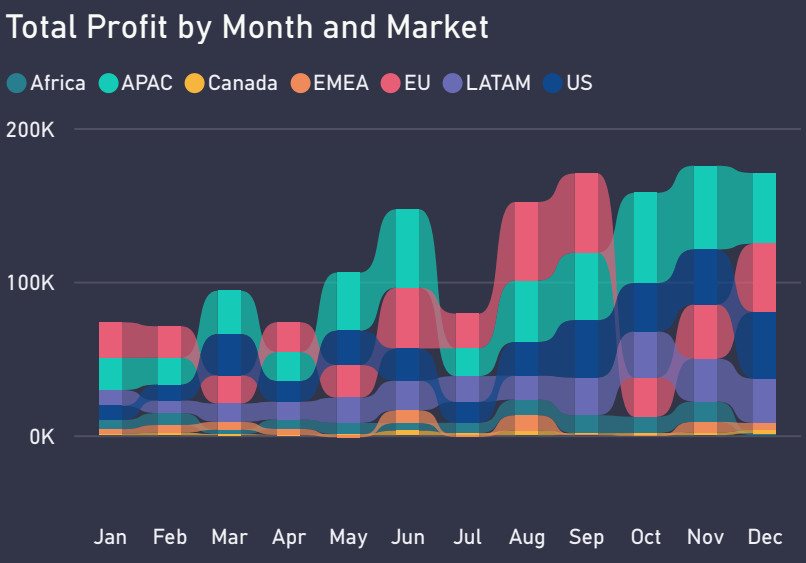
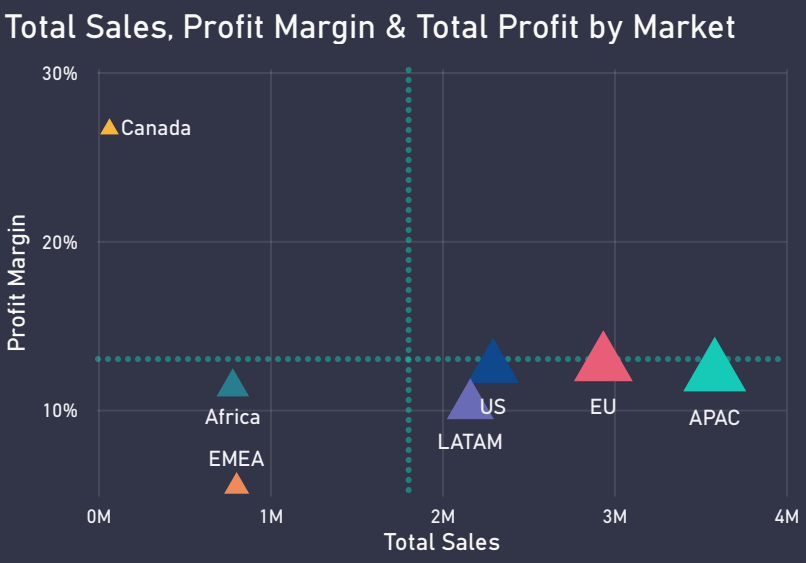
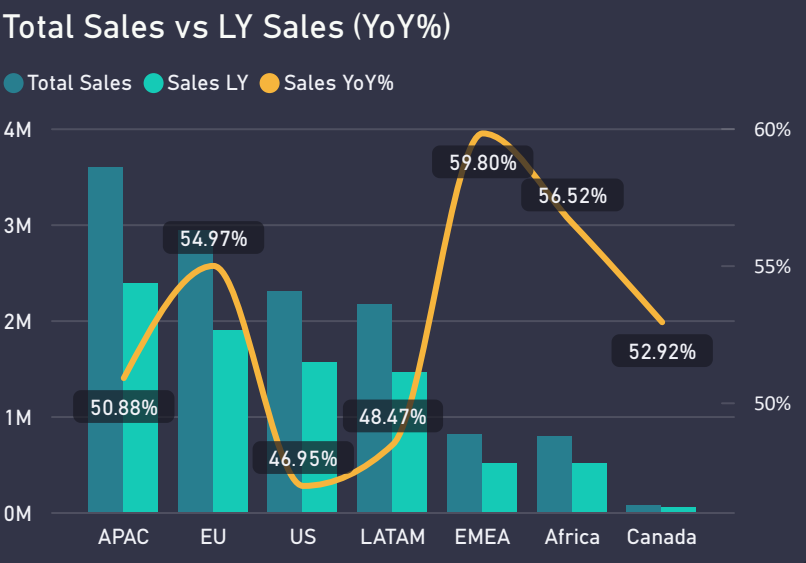
All

Category

All

Market

All



Choose dimension to analyze

Market

Country

City

| 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

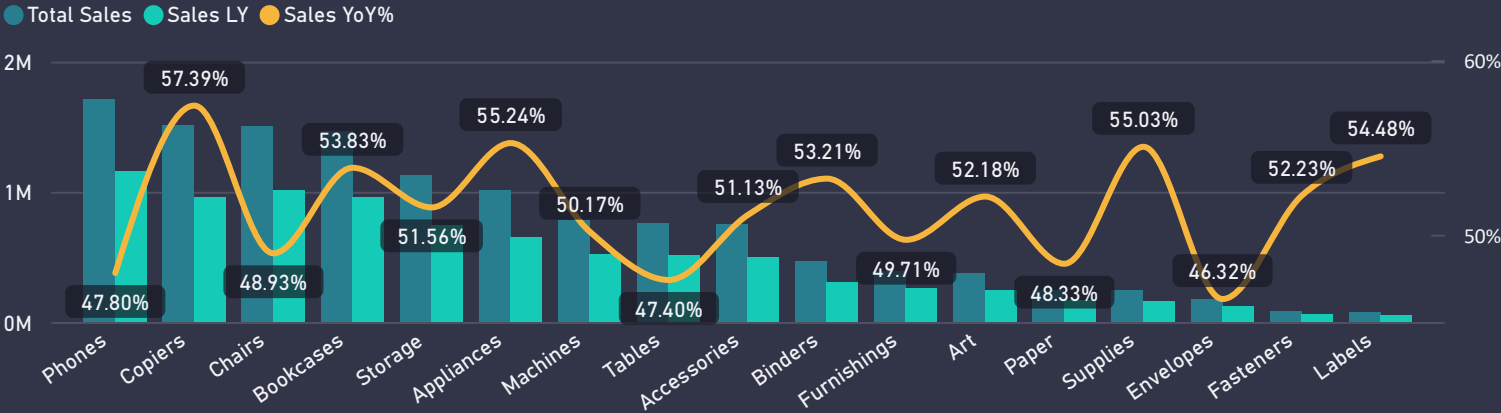
Category

All

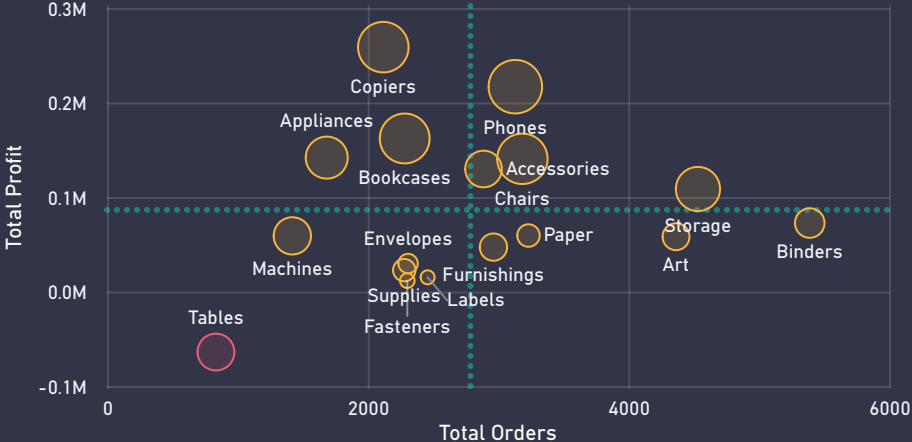
Market

All

Sub-Category Sales vs LY Sales (YoY%)



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



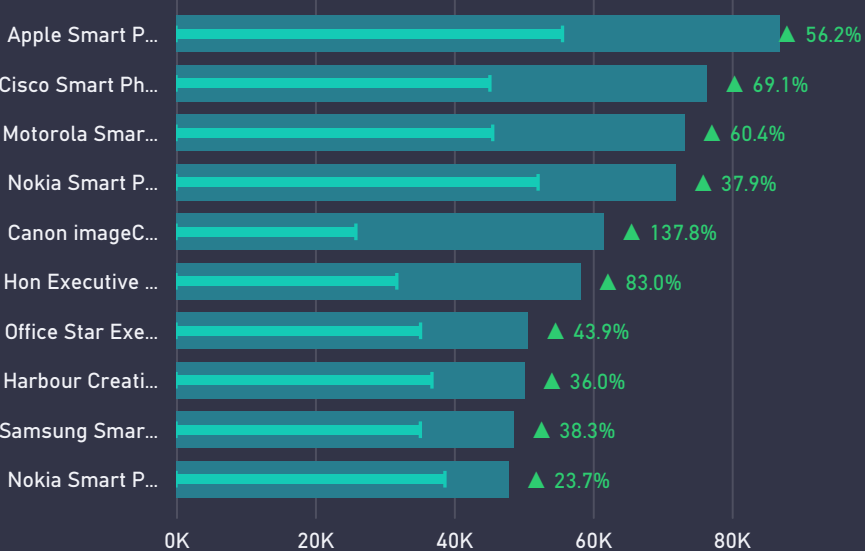
Choose dimension to analyze

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 &amp; 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.