

# GLOBAL SUPERSTORE

Overview

Market

Product

Insights

## BUSINESS OVERVIEW

Year

All

Category

All

Market

All

Total Sales

13M

LY Sales

8M

▲ 51.5%

Total Profit

1M

LY Profit

963.29K ▲ 52.3%

Total Orders

25K

LY Orders

17K ▲ 51.7%

Profit Margin

11.61%

LY PM

11.55% ▲ 0.5%

Return Rate

4.68%

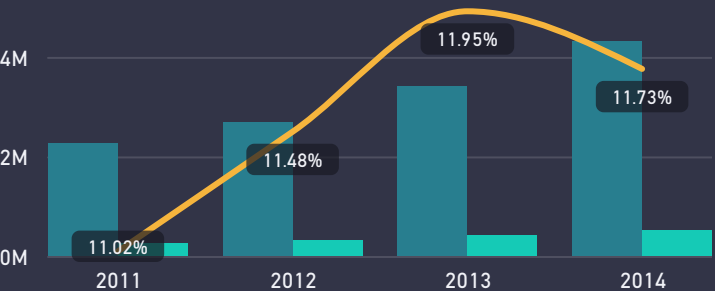
LY RR

4.75% ▼ 1.5%

### Business Performance Overview

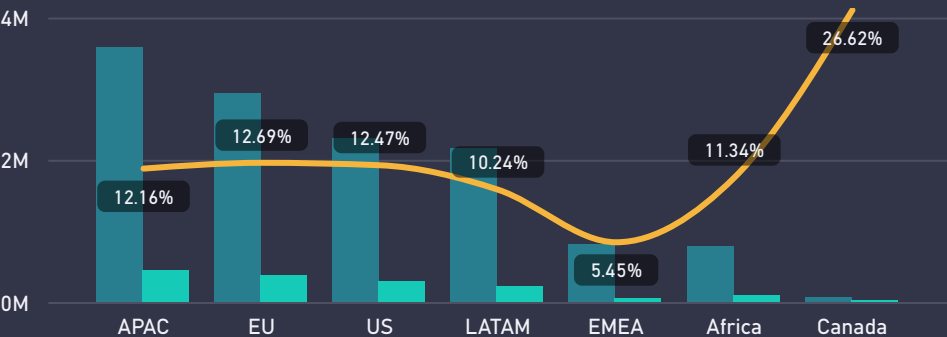
Year > Quarter > Month

● Total Sales ● Total Profit ● Profit Margin



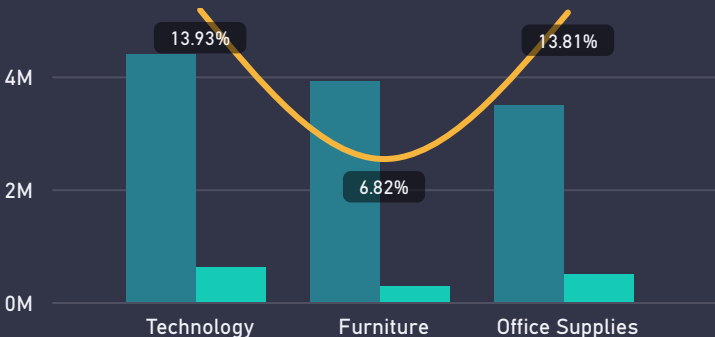
### Market Performance Overview

● Total Sales ● Total Profit ● Profit Margin



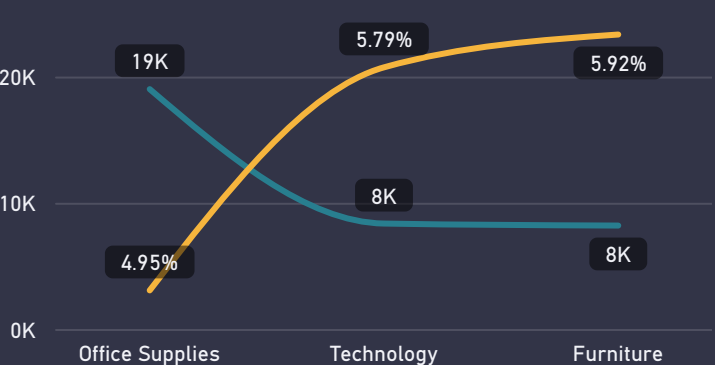
### Category Performance Overview

● Total Sales ● Total Profit ● Profit Margin



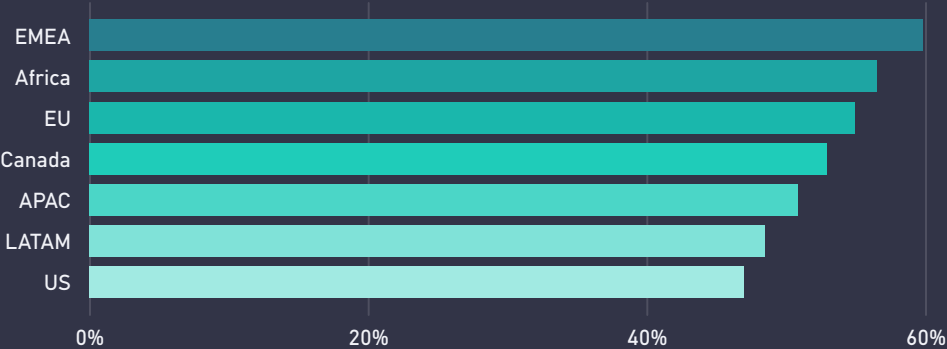
### Orders and Return Rate Trends

● Total Orders ● Return Rate



### Revenue Growth by Market (YoY%)

Sales YoY% 46.95% 53.38% 59.80%

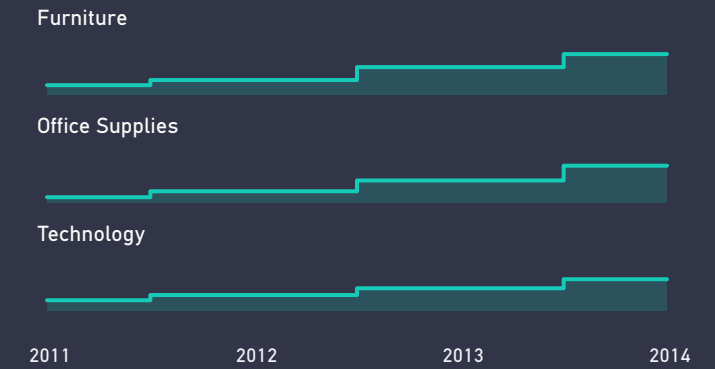


### Revenue Trend

By Year

Market

Category



MARKET ANALYSIS

Year

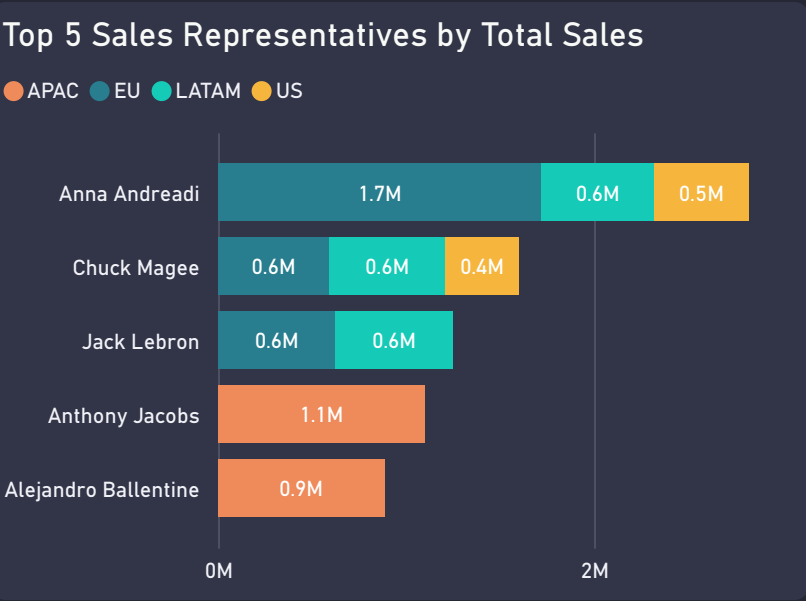
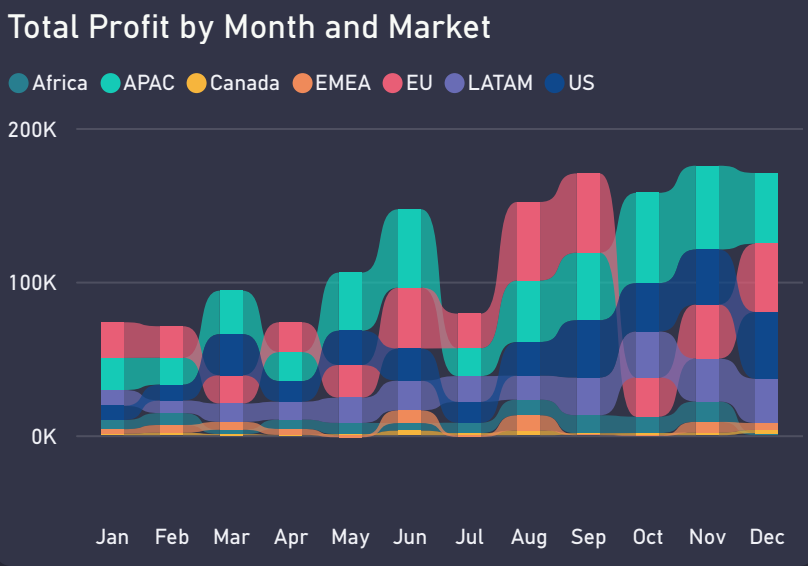
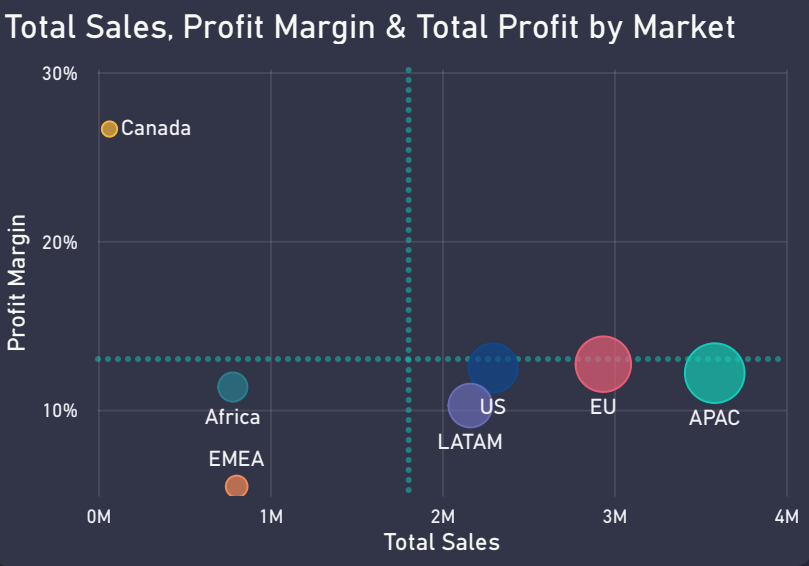
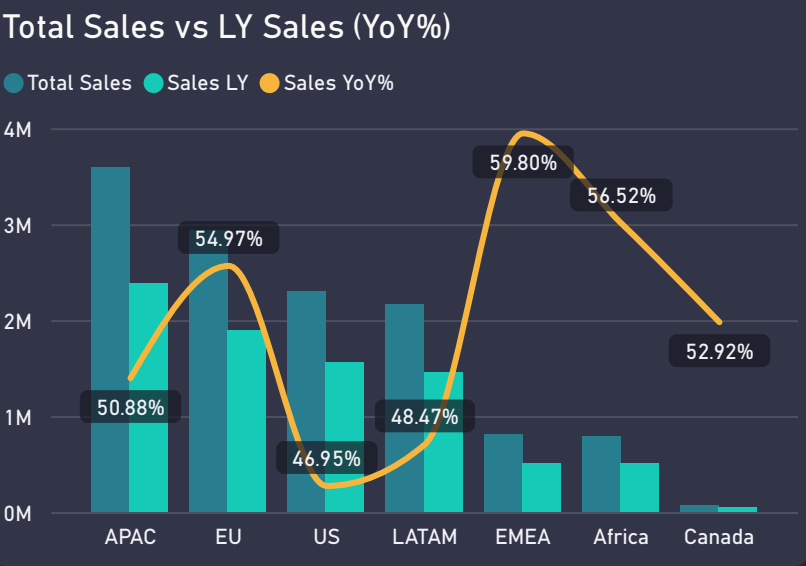
All

Category

All

Market

All



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

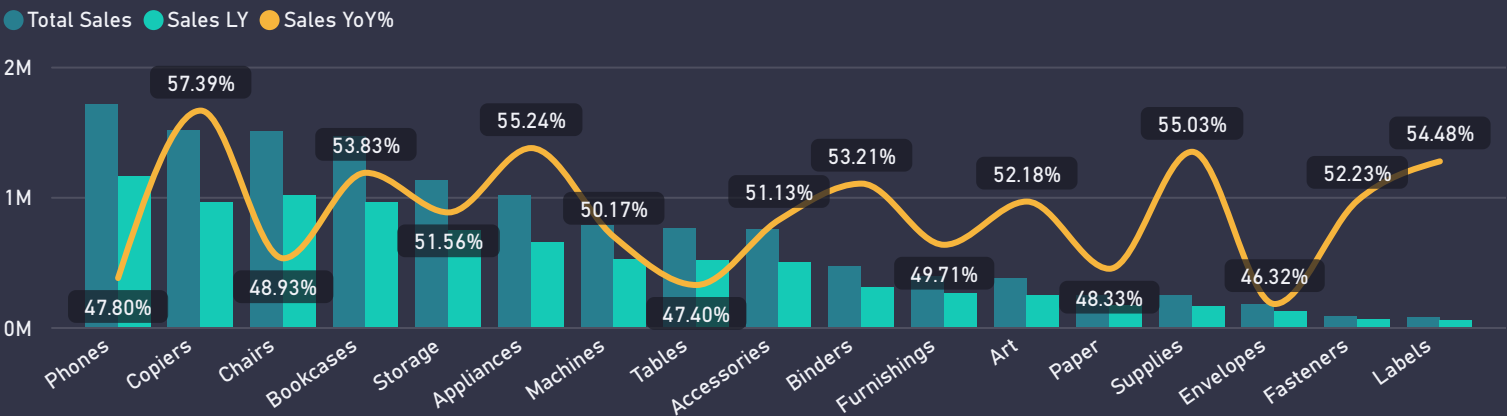
 Category 

All

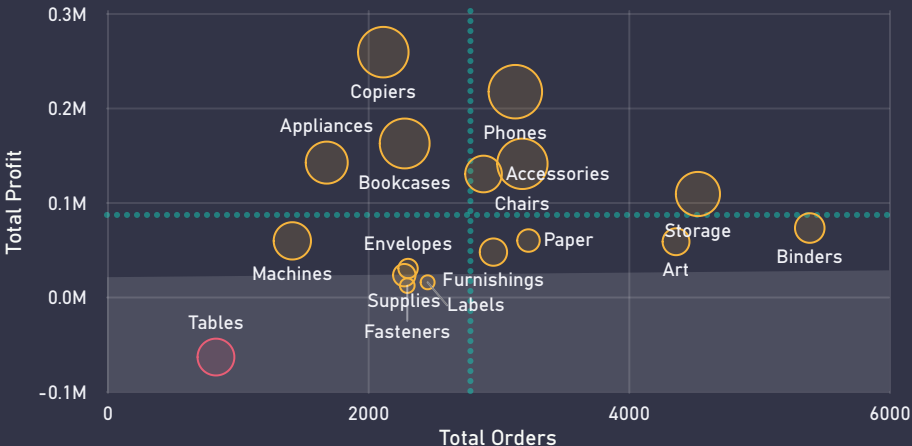
 Market 

All

Sub-Category Sales vs LY Sales (YoY%)



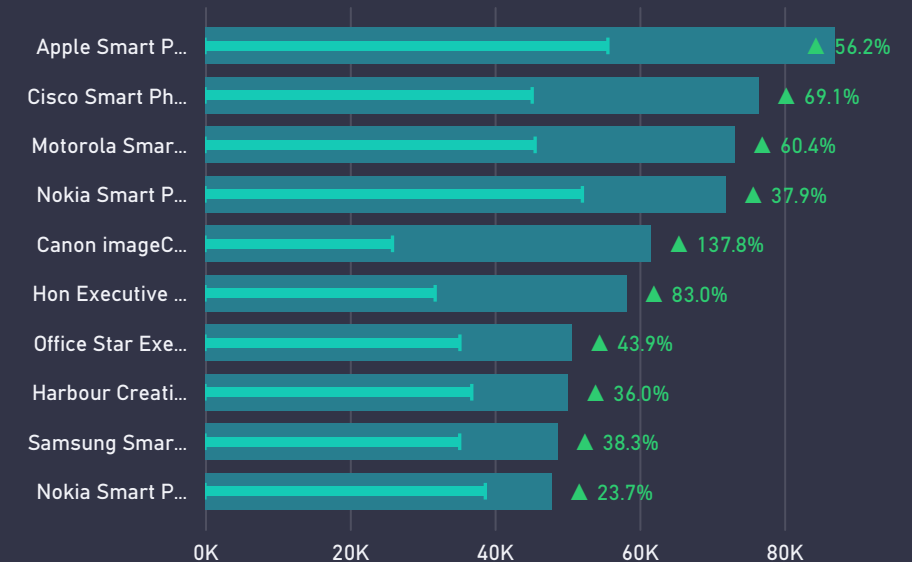
Total Orders, Total Profit & Total Sales by Sub-Category



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%	<div></div>	29626	17.30%	2889
Copiers	1509436	959051	▲ 57.4%	<div></div>	258568	17.13%	2120
Phones	1706824	1154818	▲ 47.8%	<div></div>	216717	12.70%	3133
Machines	779060	518781	▲ 50.2%	<div></div>	58868	7.56%	1422
Office Supplies							
Paper	244292	164691	▲ 48.3%	<div></div>	59208	24.24%	3234
Labels	73404	47516	▲ 54.5%	<div></div>	15011	20.45%	2460
Envelopes	170904	116806	▲ 46.3%	<div></div>	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.