

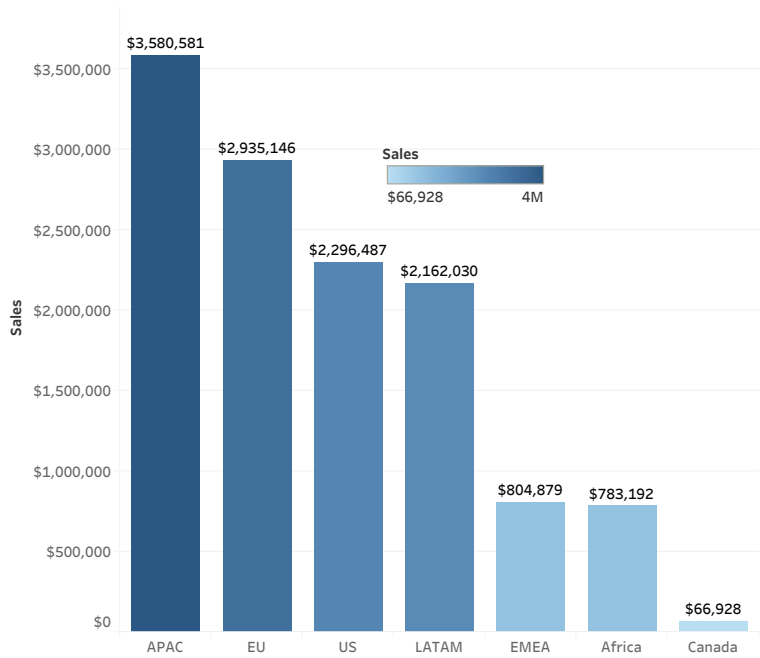
Analyzing EMEA's Market Performance: A Focus on Profitability

Despite substantial profits and sales, EMEA ranks last in profitability	Among the 7 countries with negative profitability, Turkey stands out as having the highest sales, making it a major contributor to EMEA's overall low profitability.	High shipping costs, especially for first-class shipping, in Turkey may be a contributing factor to the country's low profitability.	Every order in Turkey receives a significant discount, which is a major contributor to the country's lack of profitability.	Reducing discounts by 65% in Turkey could increase profitability by 97.5%, making Turkey profitable and boosting EMEA's overall profitability by 13.12%.
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Executive Overview

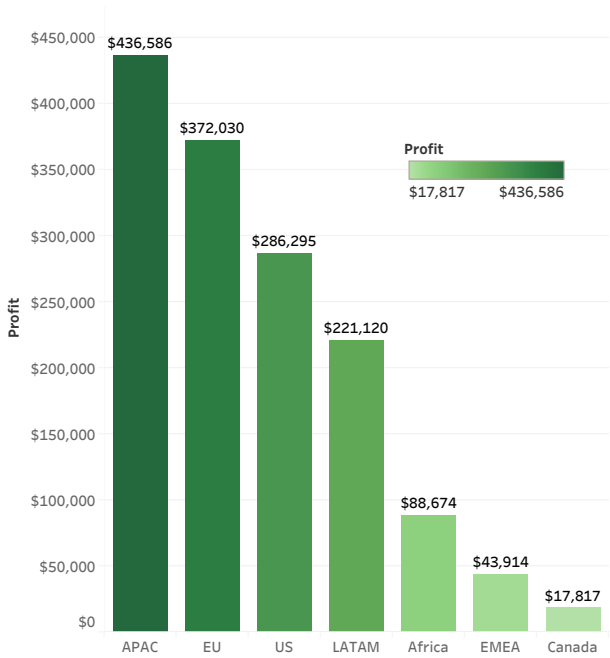
Sales By Market

Sales is presented by colour. Hover over for more details.



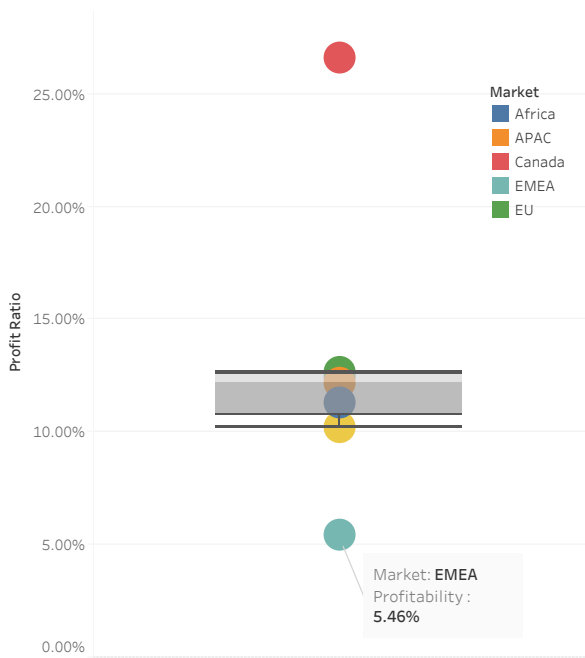
Profit By Market

Profit is presented by colour. Hover over for more details.



Profitability by Market

Market is presented by colours. Hover over for more details.



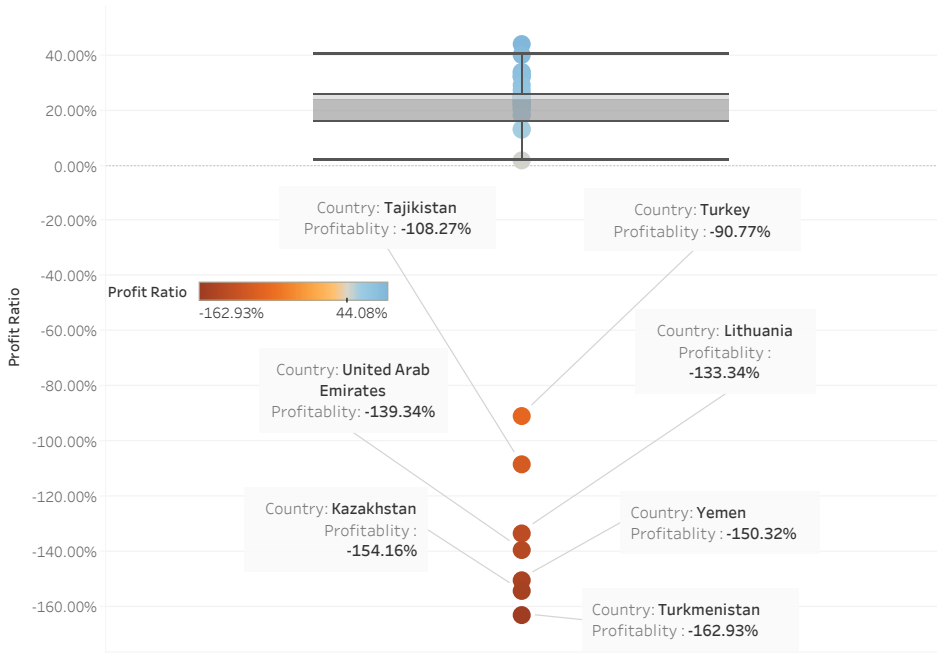
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Low Profitability in EMEA countries

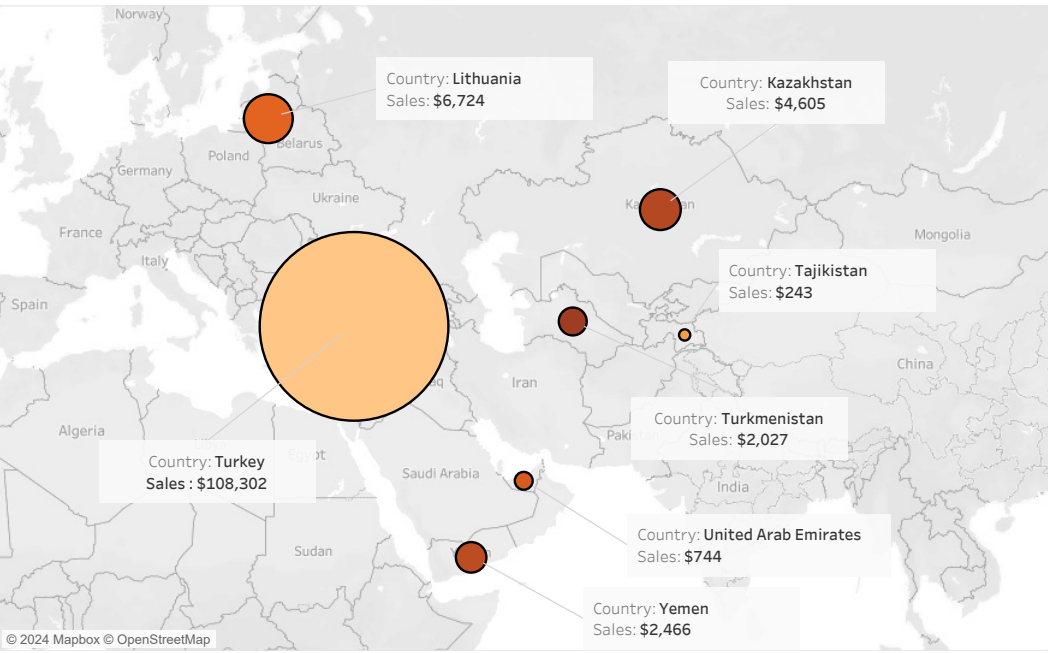
Profitability By EMEA Countries

Countries are presented by Box and Whisker plot, Profitability is presented by Colour. Hover over for more details.



Profitability By 7 Lowest Countries

Sales is measured by Size, Profitability is presented by Colour. Hover over for more details.



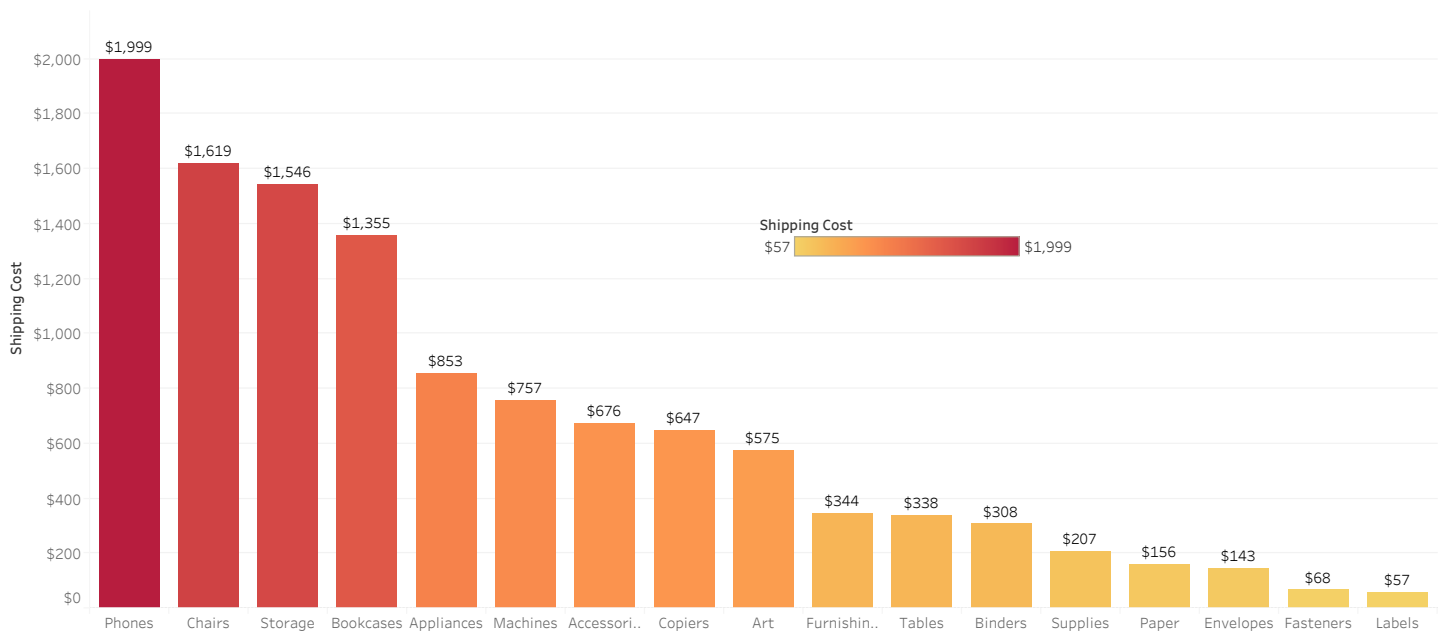
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### Analysis of Turkey's Shipping Costs

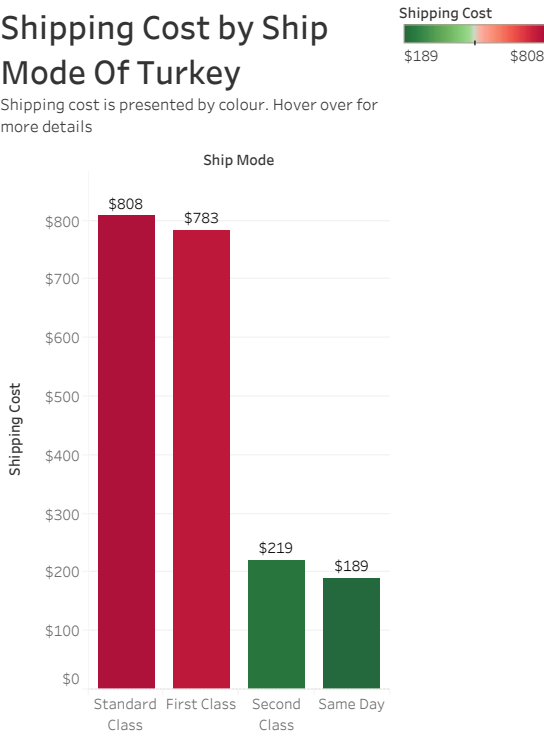
#### Shipping Cost by Sub-Catagory Of Turkey

Shipping cost is presented by colour. Hover over for more details



#### Shipping Cost by Ship Mode Of Turkey

Shipping cost is presented by colour. Hover over for more details



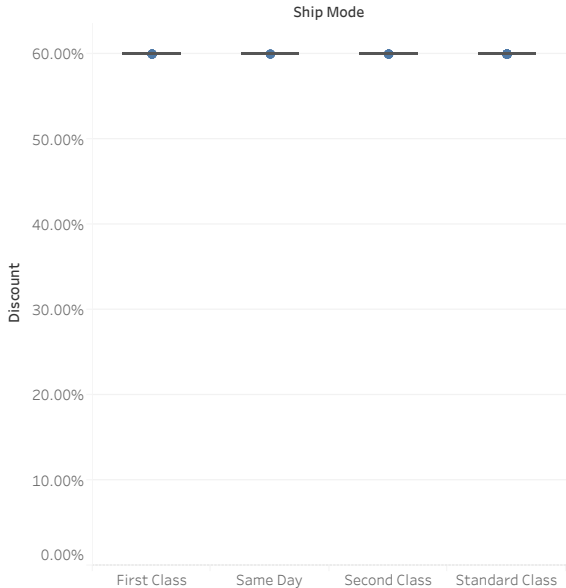
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Analysis of Turkey's Discount

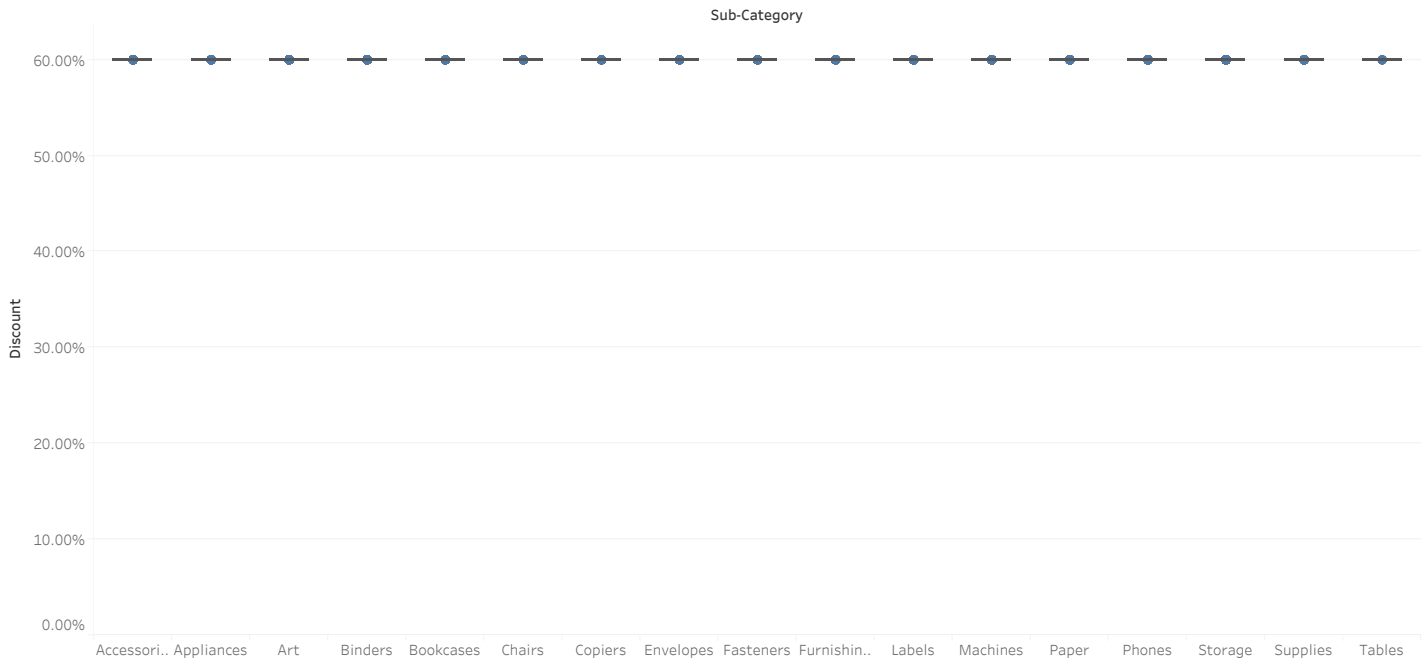
Discount by Ship Mode Of Phones in Turkey

Row ID is presented by Box and Whisker plot. Hover over for more details



Discounts By Sub-Catogory Of Turkey

Row ID is presented by Box and Whisker plot. Hover over for more details



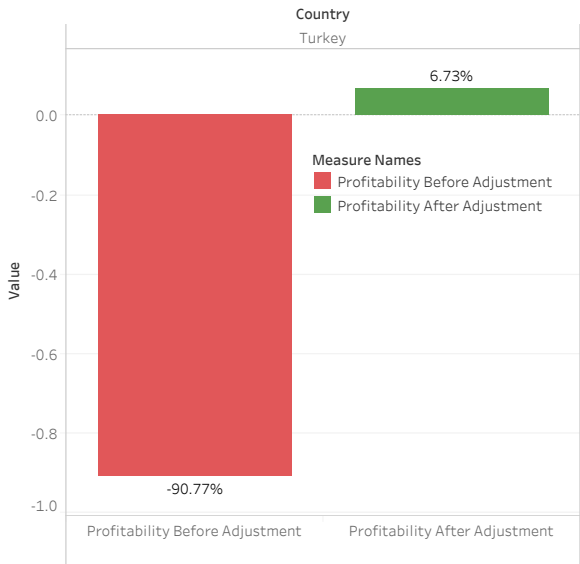
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Recommendations and Impact

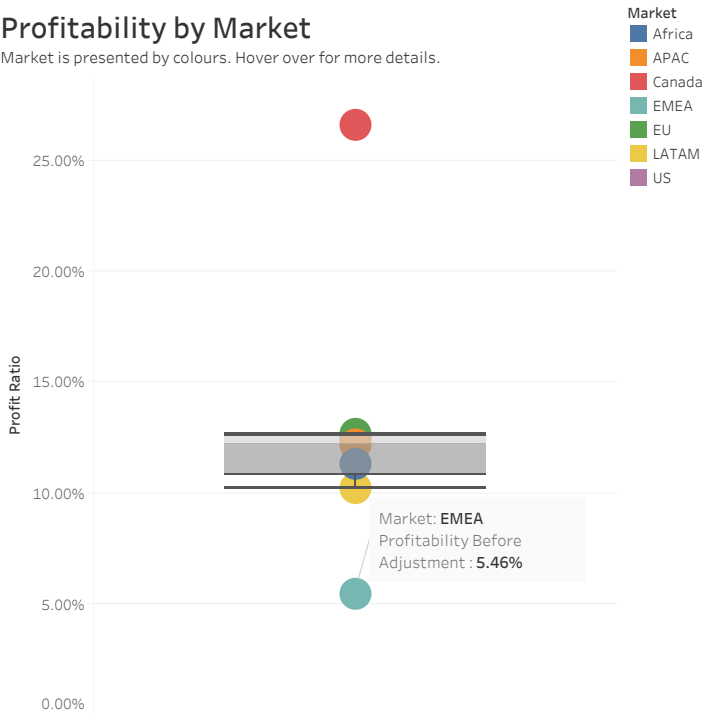
Before and After Profitability Of Turkey

Before and after Adjustments is presented by colours. Hover over for more details



Profitability by Market

Market is presented by colours. Hover over for more details.



Profitability by Market After Adjustments

Market is presented by colours. Hover over for more details

