

Analysis of Key Unicorn Metrics

The analysis of sales, profit, and discount trends throughout 2018 has provided a comprehensive understanding of the key drivers behind the company's financial performance. By delving into regional sales, category performance, and the impact of discounts on profitability, we've identified critical areas for optimization. These insights reveal opportunities to enhance operational efficiency, refine discount strategies, and improve profitability across all regions and product categories. This presentation highlights actionable recommendations designed to stabilize profit, boost sales, and drive sustainable growth.



Sales by Regions 2018

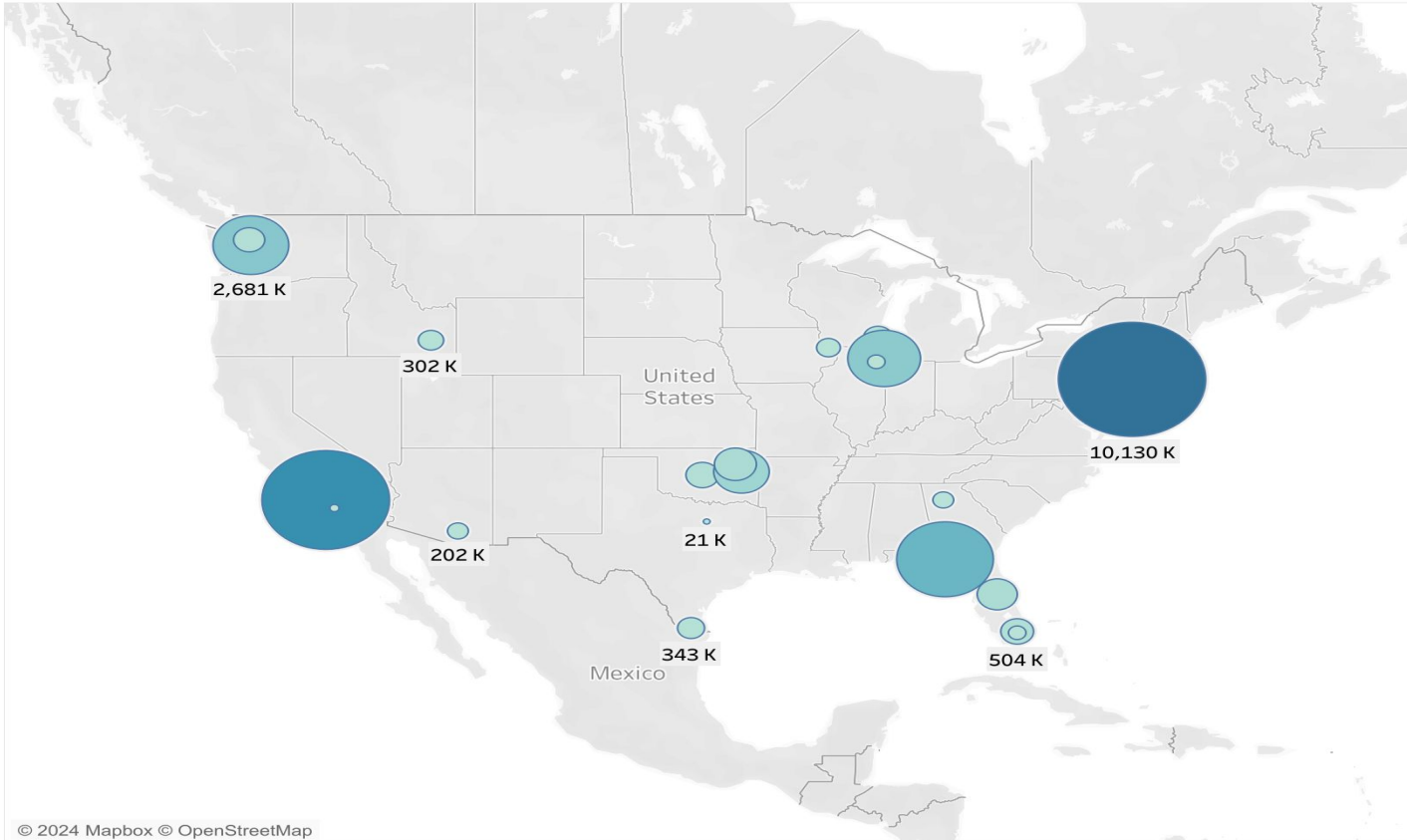
Central Region
165,715

East Region
243,482

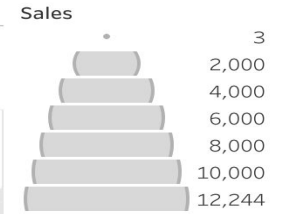
South Region
121,159

West Region
227,111

Sales by Region



Sales
3 12,244




Region
All

Year of Order Date
☐ 2015
☐ 2016
☐ 2017
☒ 2018

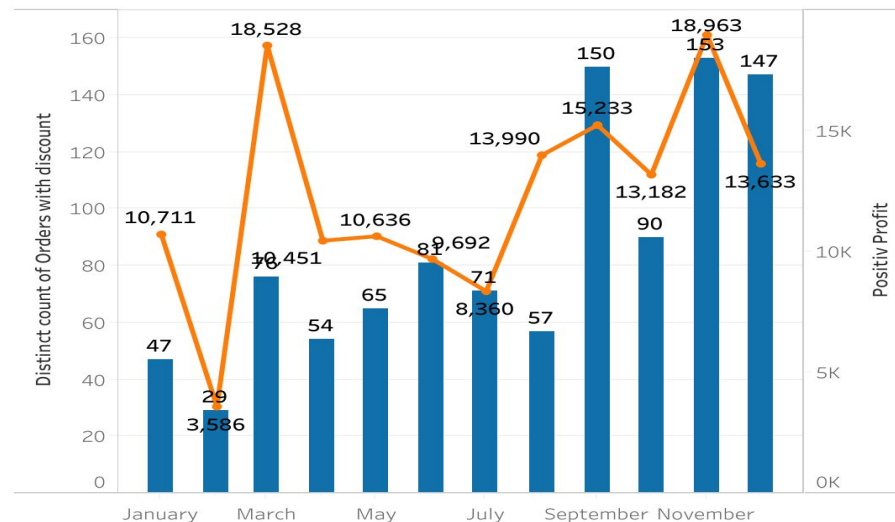
Leverage Regional Performance Insights



- **Eastern Region (highest sales):** Maintain leadership by increasing marketing efforts, expanding product portfolios, and boosting distribution efficiency.
 - **Western Region (high potential):** Invest in underserved areas with loyalty programs and promotions to capture growth opportunities.
 - **Central Region (average performance):** Develop targeted marketing initiatives and partner with local retailers to increase visibility and sales.
 - **Southern Region (lowest sales):** Introduce aggressive marketing campaigns, improve product availability, and offer localized promotions to stimulate demand.
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Sales, Profit by Category and Orders

Orders with Discount and Positiv Profit in 2018



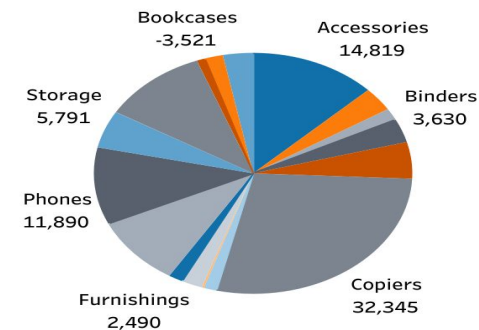
Measure Names

- Distinct count of Orders with discount
- Positiv Profit

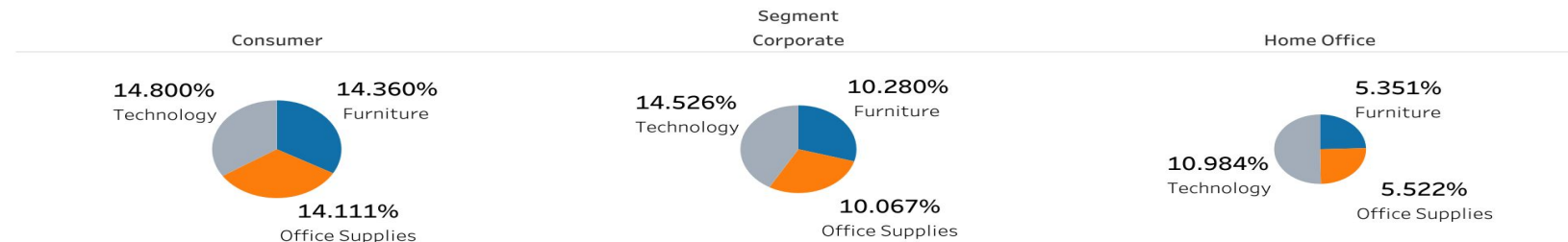
Region

All

Profit by Subcategory



All Products Category and %Total Sales in 2018



Strengthen Sales Through High-Performing Segments

- **Consumer and Corporate focus:** Allocate resources to segments with higher profitability and prioritize their most successful product categories.
- **Home Office:** Expand marketing for **Technology products**, as this segment underperforms compared to others.
- **Customized offerings:** Tailor products and promotions to the specific needs of each segment to maximize revenue potential.

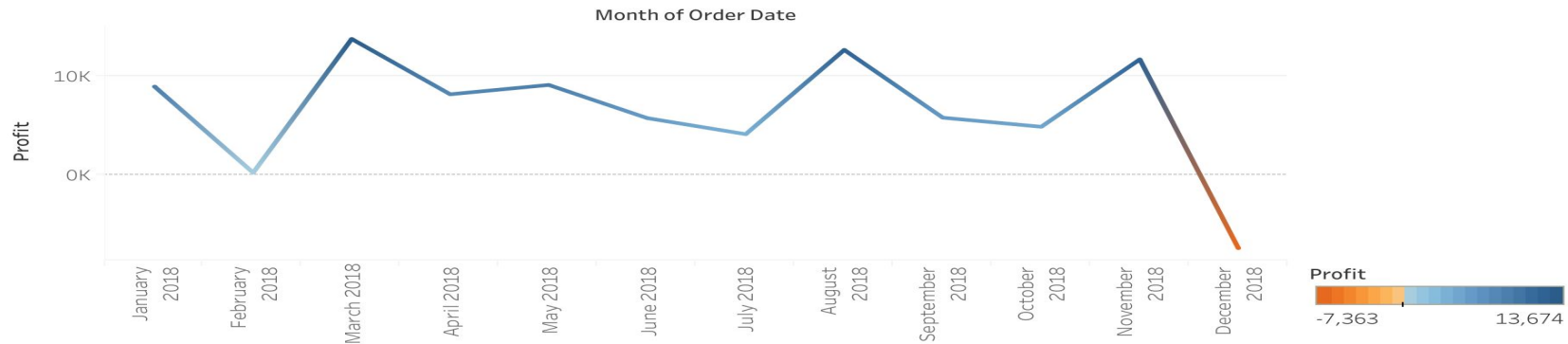
Main KPI in 2018

Positiv Profit	Negativ Profit	Orders	Sales
146,965	-69,669	1,658	757,467

Region
All

Year of Order Date
2018

Profit by Years



Impact of Discounts on Profit



Optimize Discount Strategies Reduce excessive discounts

Limit discounts to a maximum of **15%**, as discounts above **20%** often result in negative profitability.

- **Targeted discounts:** Focus discounts on high-margin categories such as **Copying Equipment, Accessories, and Phones**.
- **Segmented discount approach:** Differentiate discounts based on customer segments or order volumes to maximize profitability.
- **Eliminate unprofitable discounts:** Avoid offering discounts on loss-making products like **Bookshelves** or low-margin categories.

Conclusion

By implementing these recommendations, the company can stabilize monthly profits, optimize its product and regional strategies, and improve overall financial performance. Prioritizing high-margin products, rethinking discount strategies, and leveraging regional insights will provide a sustainable pathway to increased profitability and market share.

