

# PROFITABILITY AUDIT: LOSS DRIVERS

**CHF-1.14 mill.**

Revenue Leakage

RED LIST: Suspected Fraud (Block User)

-0.01 mill.

STRATEGY: Bad Discounting (Marketing)

-0.18 mill.

STRUCTURAL: Logistics/Product Costs (Operations)

-0.94 mill.

-1.0 mill.

-0.8 mill.

-0.6 mill.

-0.4 mill.

-0.2 mill.

0.0 mill.