

SALE OVERVIEW

Sale Overview

Market Analyst

Product Analyst

Insight and...

Year

All

Market

All

Product

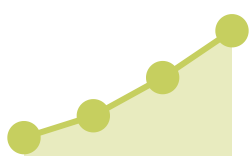
All

Segment

All

Total Revenue

12.64M



LY Revenue 8.34M ▲ 51.5%

Total Profit

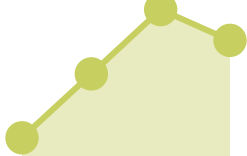
1.47M



LY Profit 963.29K ▲ 52.3%

Profit Margin

11.61%



LY PM 11.55% ▲ 0.5%

Total Order

25.04K



LY Order 17K ▲ 51.7%

Total Customer

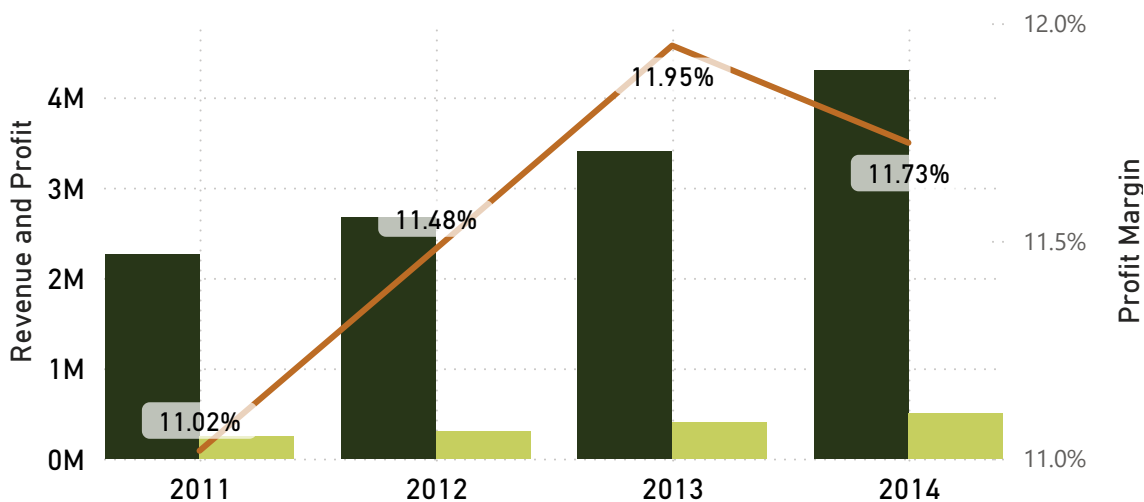
1590



LY Customer 1575 ▲ 1.0%

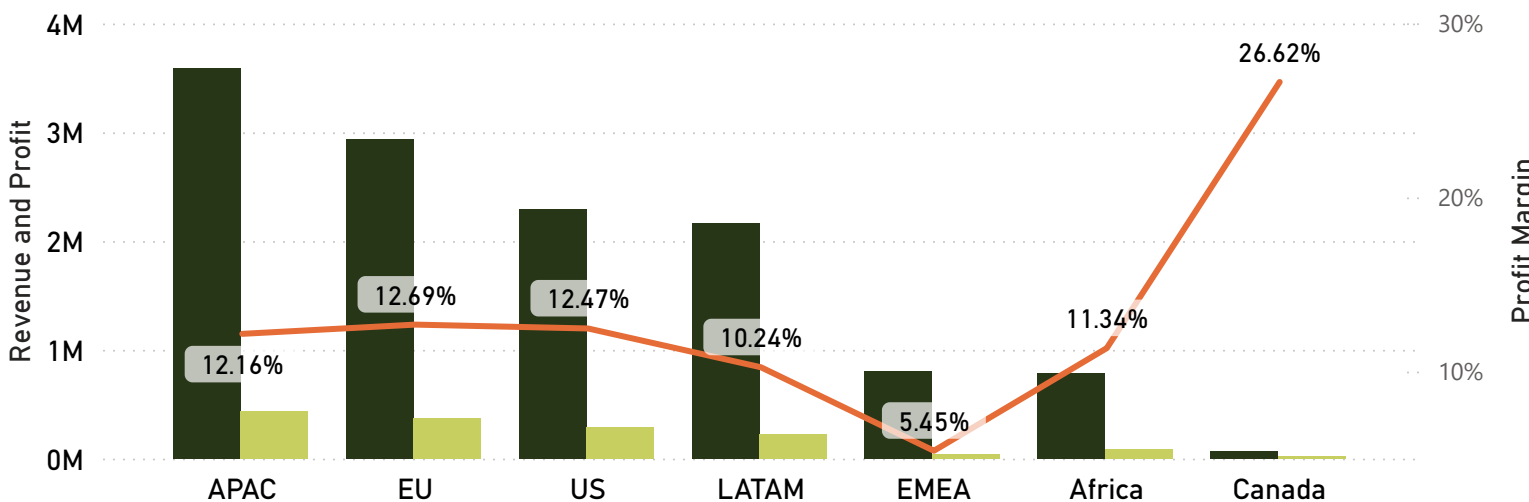
Sale Performance Overview by Year

● Revenue ● Profit ● Profit Margin



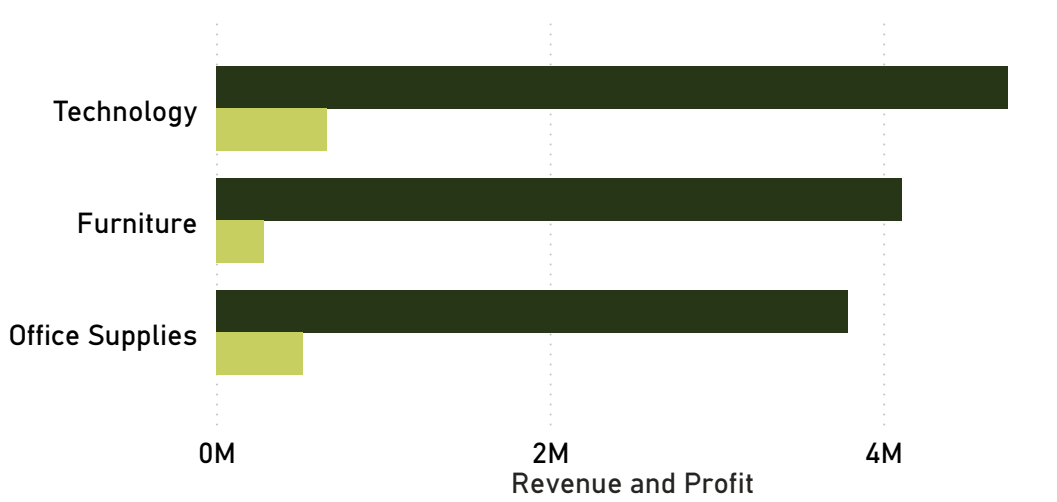
Sale Performance Overview by Market

● Revenue ● Profit ● Profit Margin



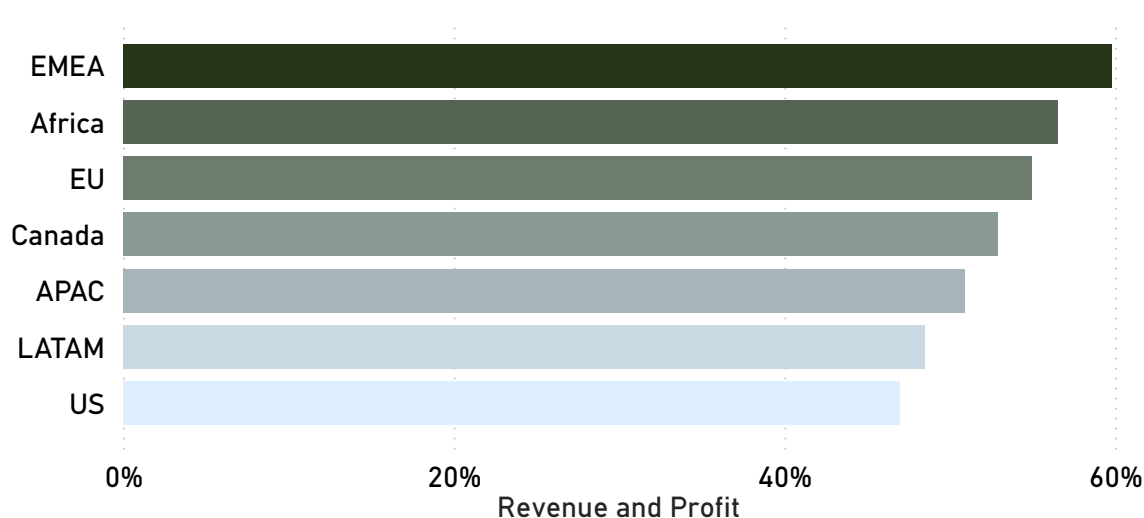
Sale Performance Overview by Category

● Revenue ● Profit



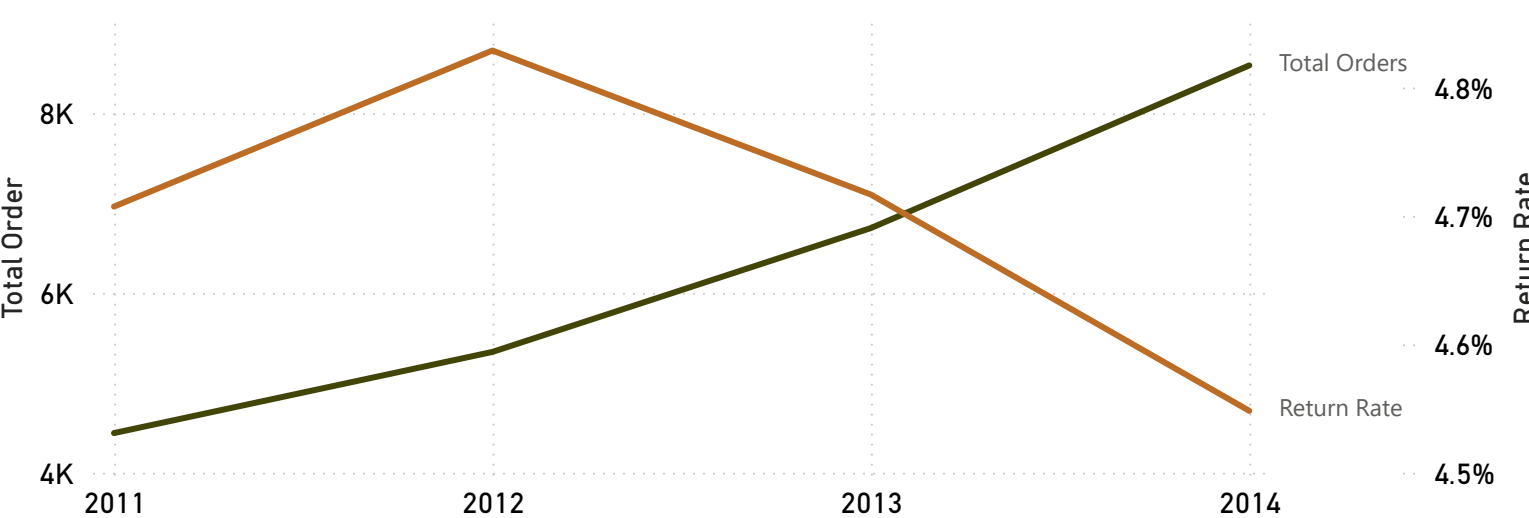
Sale Performance Overview by Category

Revenue YoY% 46.9% 59.8%

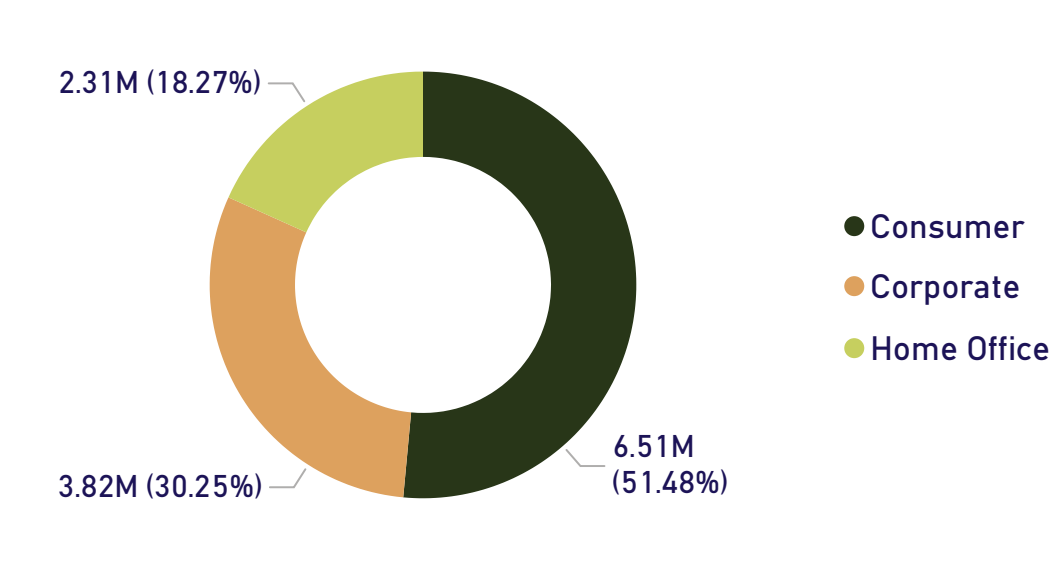


Trends in Orders and Return Rate

● Total Orders ● Return Rate



Sales by Segments



MARKET ANALYST

Sale Overview

Market Analyst

Product Analyst

Insight and...

Africa

APAC

Canada

EMEA

EU

LATAM

US

YEAR

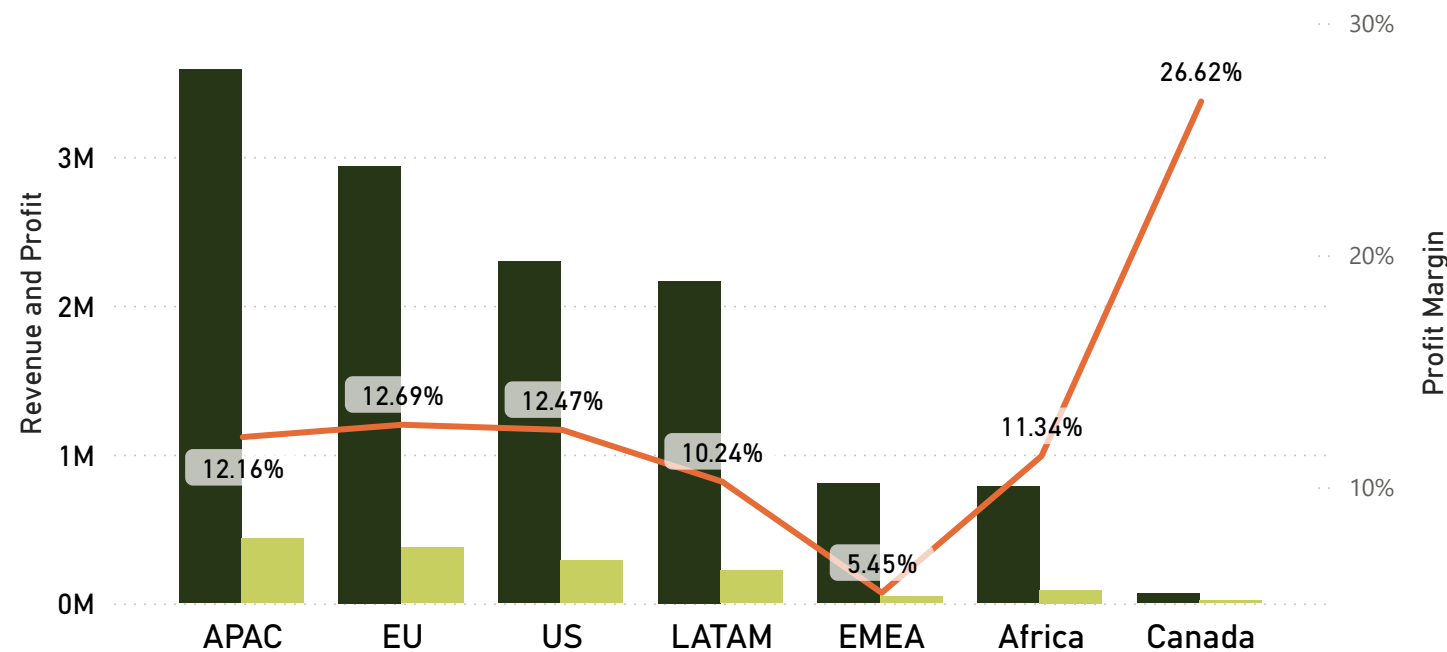
All

PRODUCT

All

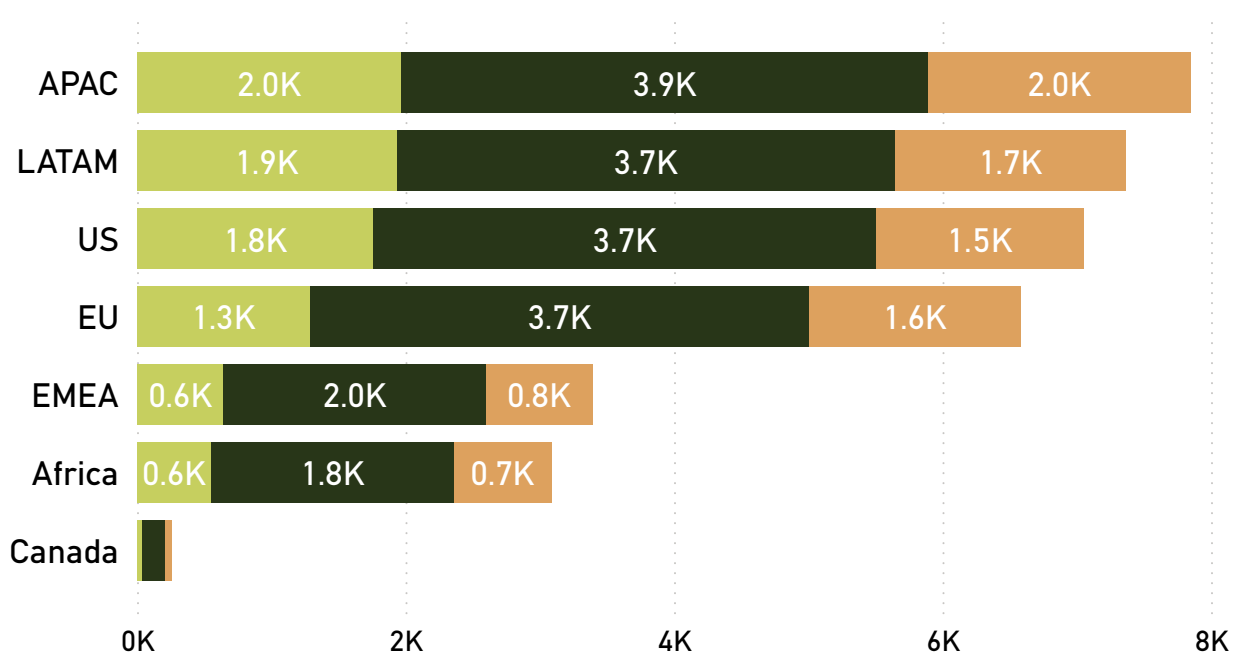
Sale Performance Overview by Market

● Revenue ● Profit ● Profit Margin



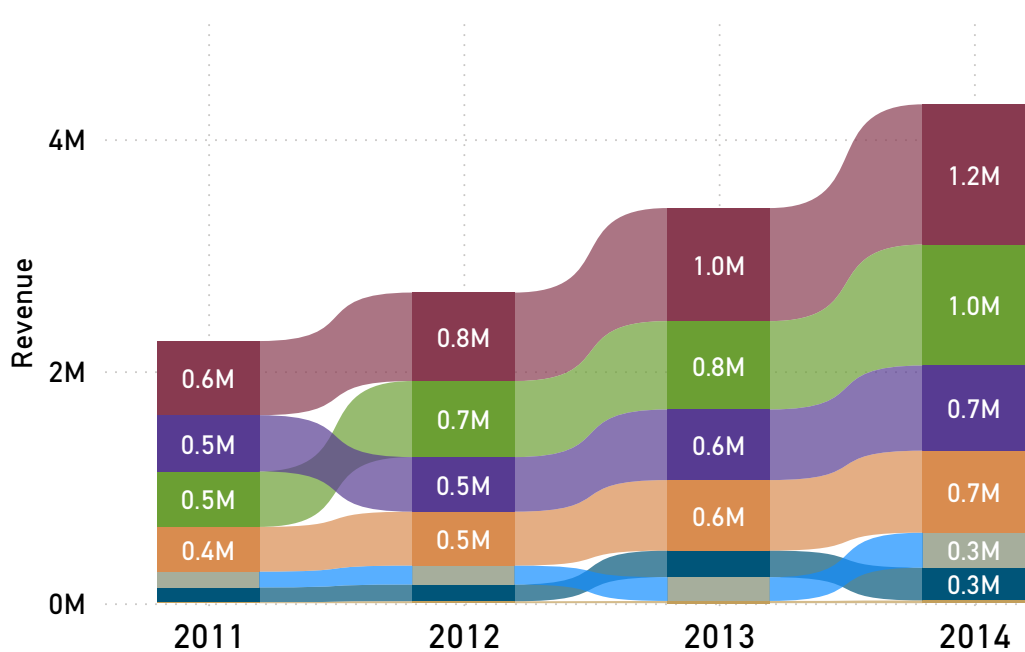
Sale Performance Overview by Category

● Furniture ● Office Supplies ● Technology

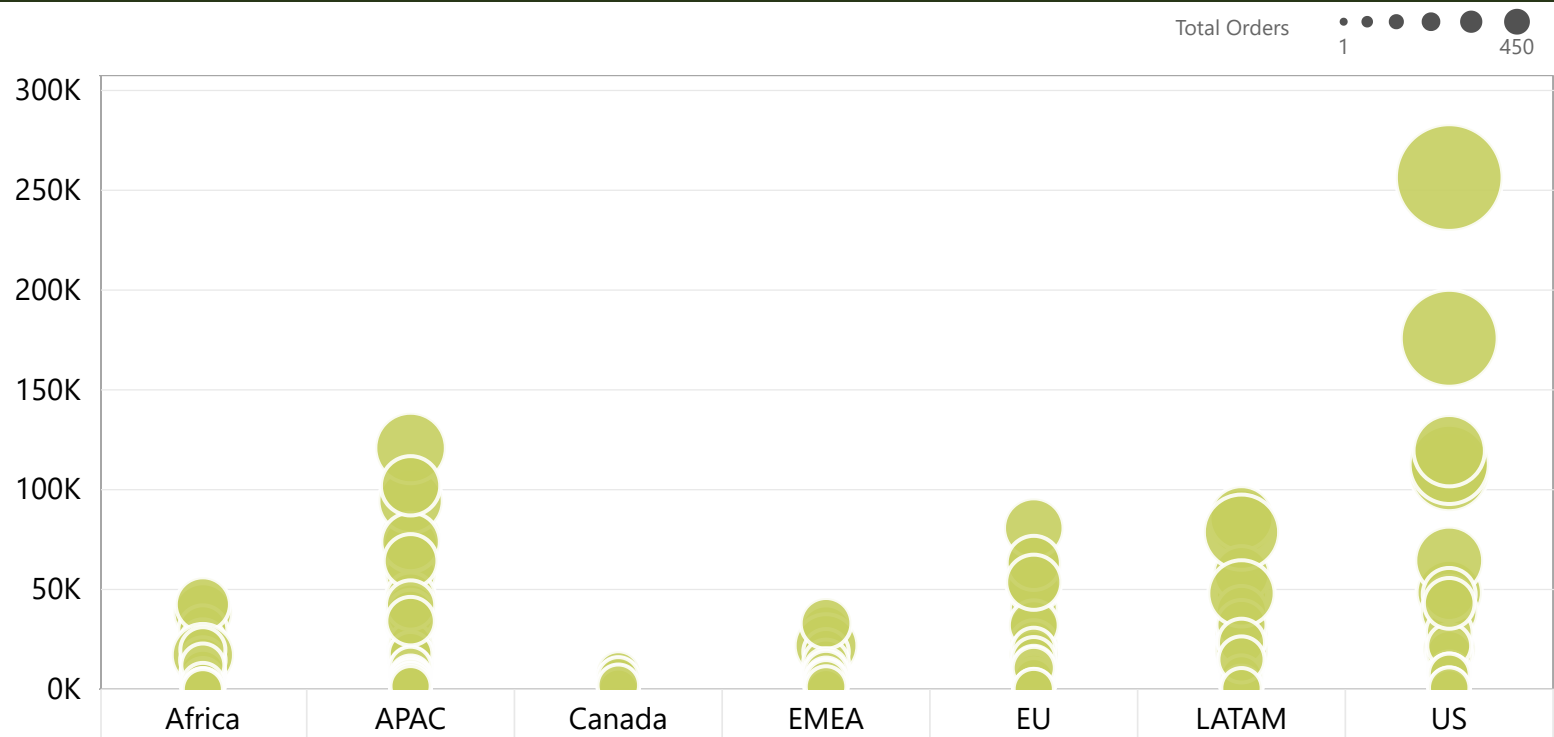


Sale Distribution by Year and Market

Market ● Africa ● APAC ● Canada ● EMEA ● EU ● LATAM ● US



Sale and Total Order by Market



Which Dimensions to Analyze??

Category

Sub-Category

Market	Category	Revenue	Revenue by Year	Profit	Profit Margin	Total Order	Return Rate
APAC	Technology	1,357,490.23		204,593.86	15.07%	1958	6.69%
EU	Office Supplies	1,046,307.02		159,706.94	15.26%	3714	6.00%
US	Technology	836,154.03		145,454.95	17.40%	1544	8.03%
EU	Technology	1,112,678.99		144,272.66	12.97%	1577	6.85%
APAC	Furniture	1,343,934.07		125,896.15	9.37%	1972	6.80%
US	Office Supplies	719,047.03		122,490.80	17.04%	3742	6.28%
APAC	Office Supplies	884,319.83		105,510.04	11.93%	3920	6.10%
LATAM	Technology	788,713.82		100,586.72	12.75%	1714	7.18%
LATAM	Office Supplies	563,920.73		79,459.07	14.09%	3715	6.59%
EU	Furniture	779,103.05		68,850.14	8.84%	1292	6.50%

PRODUCT ANALYST

YEAR

All

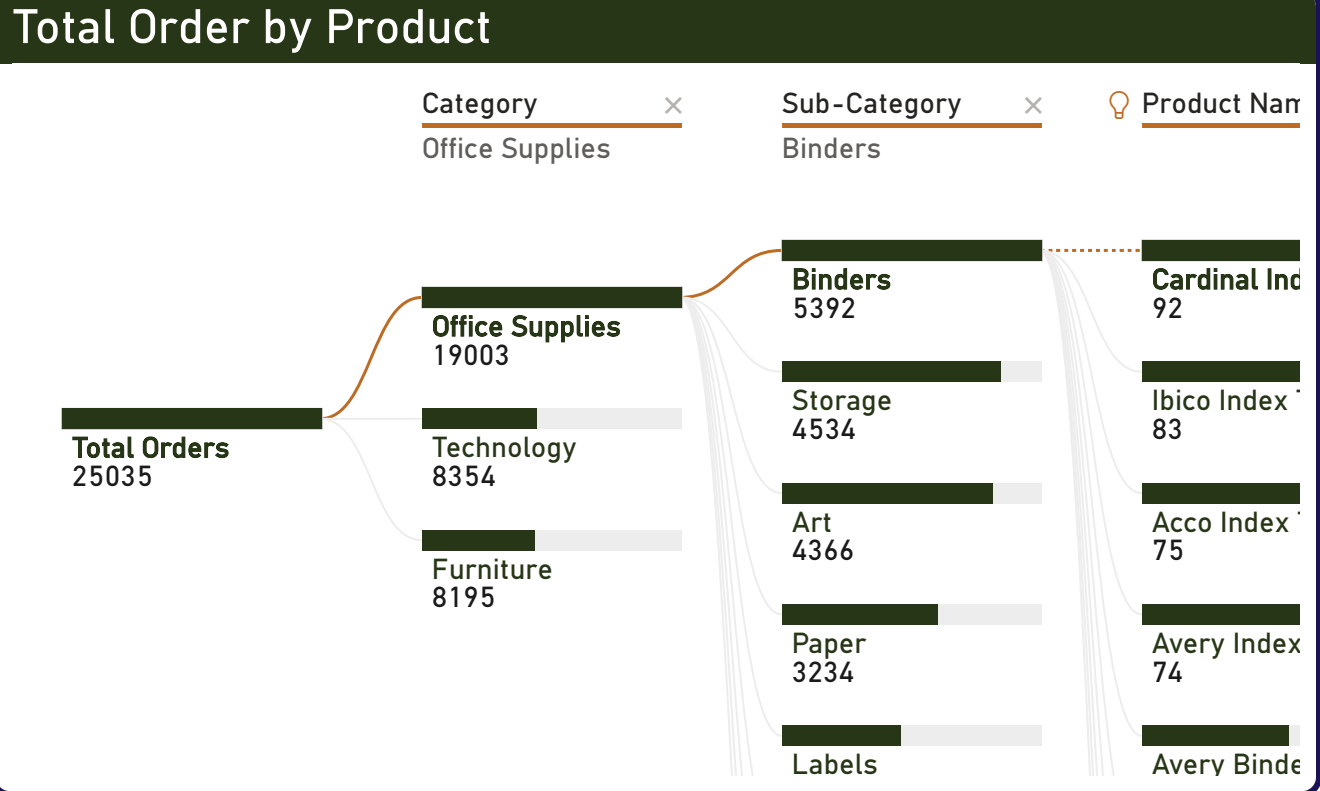
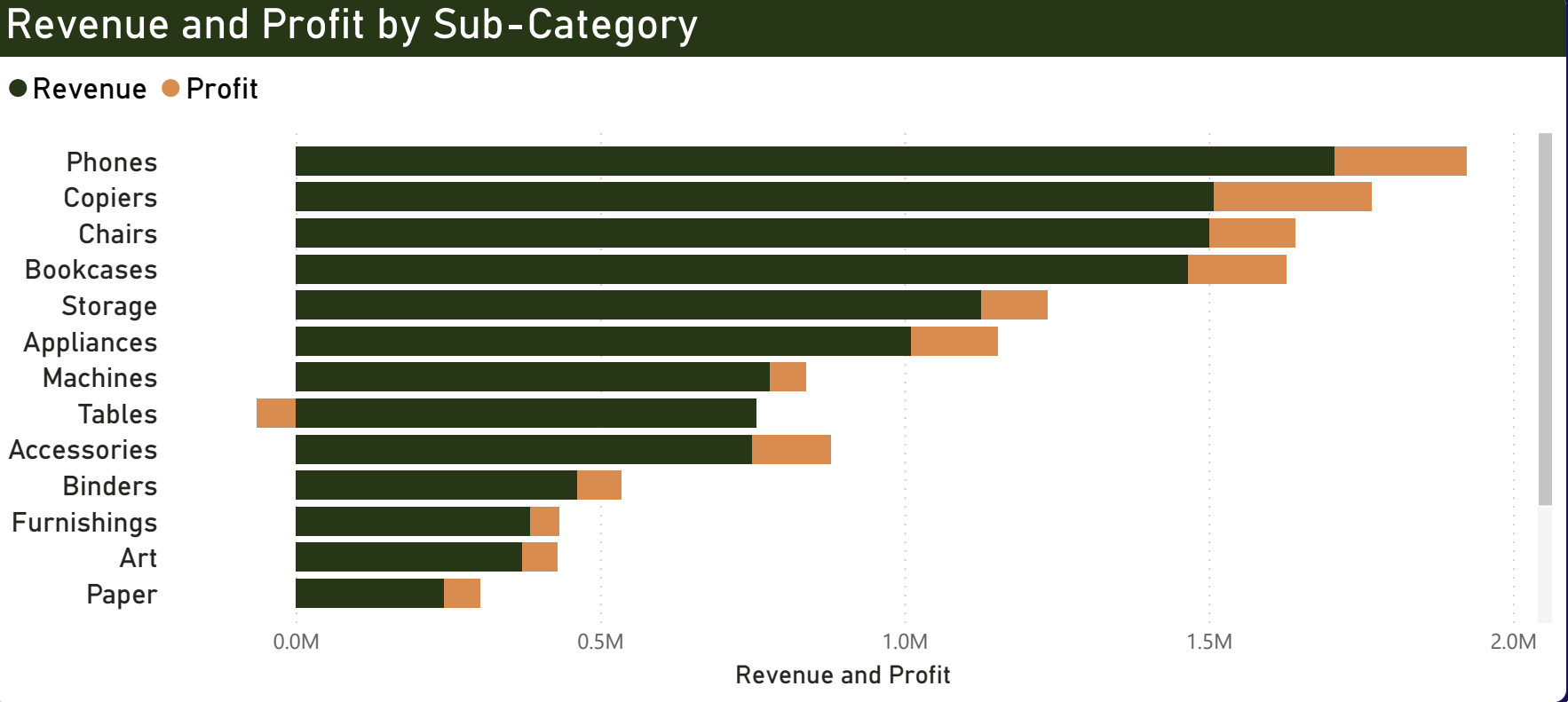
SEGMENT

All

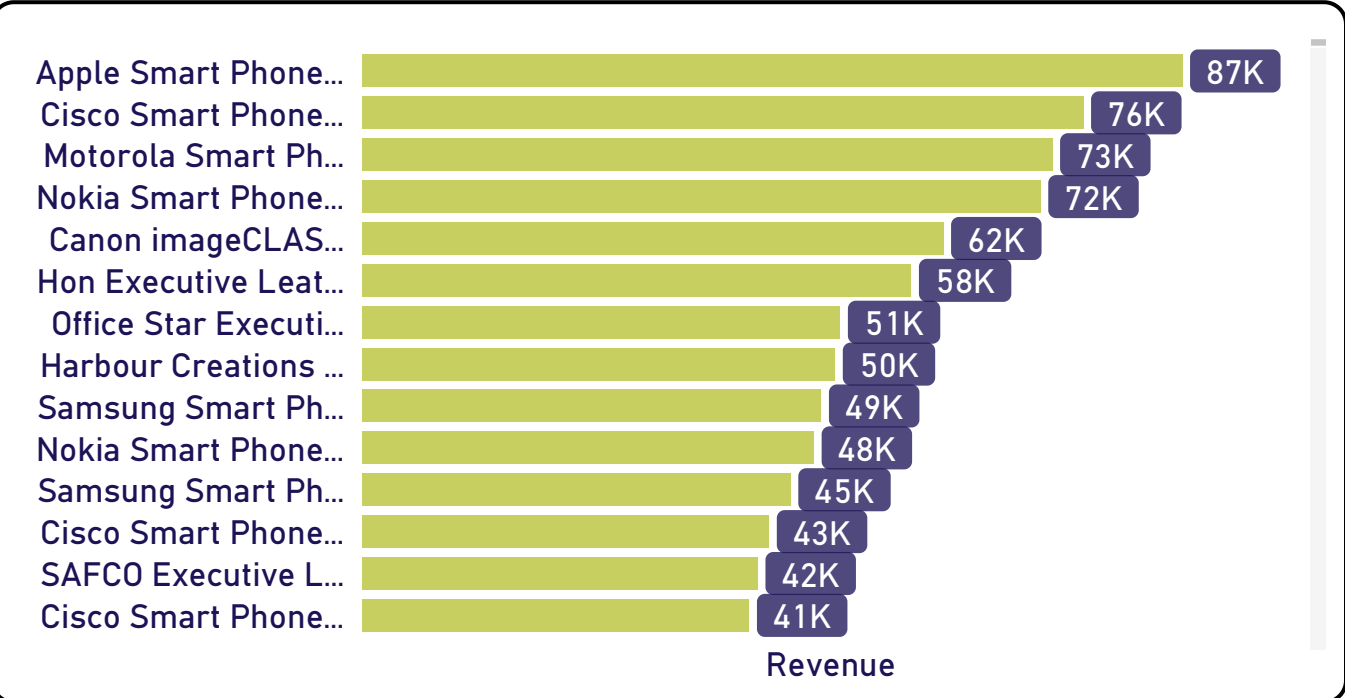
Furniture

Office Supplies

Technology



What is best Product ??



Which Measure to Analyze??

Revenue

Profit

Return Rate

Sub-Category	Africa	APAC	Canada	EMEA	EU	LATAM	US
Accessories	42,172.09	186,235.23	4,473.21	44,164.14	163,073.46	141,738.56	167,380.32
Appliances	62,186.38	307,620.73	7,940.43	68,270.18	275,439.18	182,075.25	107,532.16
Art	38,435.79	63,008.08	4,119.54	38,136.98	160,088.18	41,184.60	27,118.79
Binders	22,312.94	63,527.04	3,089.34	26,667.22	99,762.69	43,139.54	203,412.73
Bookcases	83,457.41	504,823.08	5,734.02	91,736.92	363,525.70	302,415.12	114,880.00
Chairs	56,038.37	512,974.20	3,203.37	69,816.54	228,980.97	302,219.21	328,449.10
Copiers	96,257.68	494,593.68	7,465.53	80,140.42	365,128.61	316,322.32	149,528.03
Envelopes	9,687.98	52,112.30	567.18	10,579.53	40,124.06	41,356.85	16,476.40
Fasteners	5,815.20	28,097.19	479.46	6,351.15	20,330.36	19,144.68	3,024.28
Furnishings	20,622.26	101,037.98	808.53	27,733.36	81,215.01	62,455.96	91,705.16
Labels	4,880.21	22,323.05	421.74	4,093.38	15,644.66	13,554.67	12,486.31

1. Market Expansion

- **Market Overview:** The company has established presence in all major global markets. Rather than entering a completely new market, it is recommended to expand within the existing market. Canada market is recommended.
Despite its strong Year-over-Year (YoY) growth rate and profit margin, Canada’s customer base remains limited, resulting in lower revenue.
--> It is proposed to develop a strategy to reach a broader customer segment in Canada.
- **Sales Agent:** Nicole Hansen is currently responsible for the Canadian market. The revenue, profit margin, and YoY growth rate indicators are performing well. It is advisable to continue his/her oversight of this market.
- **Product Strategy:** Phone, Copiers, Chairs, Bookcases are the company’s best-selling product overall. It is suggested that copiers and phone be positioned as a strategic product for the company.

2. Current Market Optimization

- **APAC Market:** Maintain the current strategy for this market as this market has been the best performer overall. Continue to invest heavily in APAC, focusing on high-performing categories like Technology and Furniture (each generating over 1.3M in revenue). Slightly improve the return rate (currently around 6–7%) to boost profit margin further.
- **The EU market** generates ~3M in revenue with a 10–13% profit margin and strong ~55% YoY growth. Focus on expanding Technology and Office Supplies, while maintaining product quality as return rates are stable (6–6.8%).
- **US Market:** Focus on increasing revenue, as the US market shows excellent profitability. Consider expanding product offerings or ramping up marketing efforts.
- **LATAM Market:** Invest cautiously: LATAM has strong growth but low margins.
- **Ineffective Markets:** Africa and EMEA are underperforming, with high customer numbers but negative total profits.
--> It is recommended to investigate the causes behind these issues to develop appropriate strategies for either improvement or withdrawal from these markets.
- **Product Performance:**
 - Tables have shown poor performance with negative profit margins over the past four years, resulting in losses with each sale --> Discontinue this product or adjust its pricing.
 - The return rate for Canon Copier has reached 20% --> Investigate the causes behind this high return rate and implement corrective measures.