

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

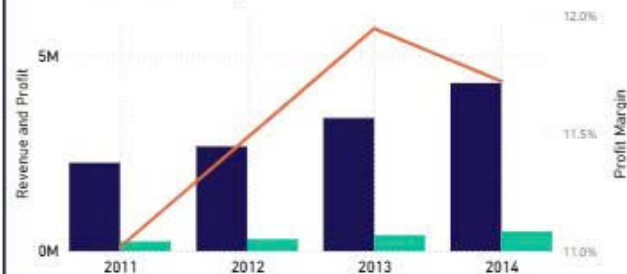
1590



LY Customer 1575 1.0%

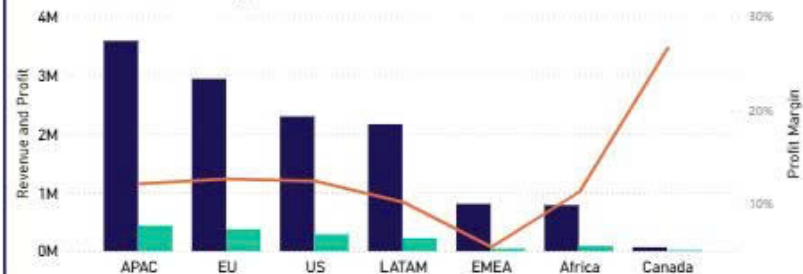
Sale Performance Overview by Year

● Revenue ● Profit ● Profit Margin



Sale Performance Overview by Market

● Revenue ● Profit ● Profit Margin

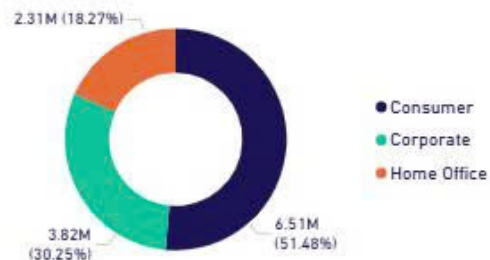


Sale Performance Overview by Category

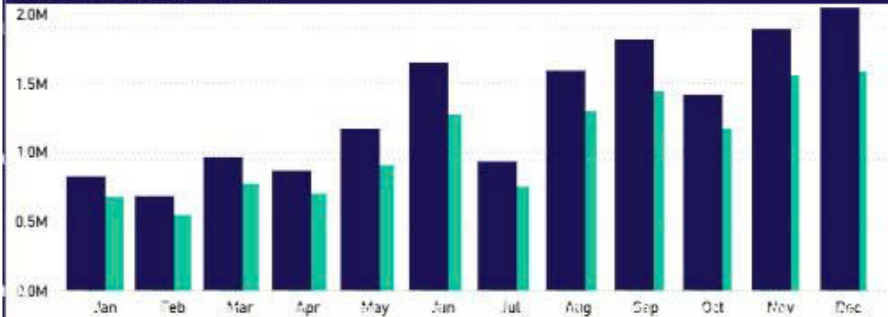
● Revenue ● Profit



Sales by Segments

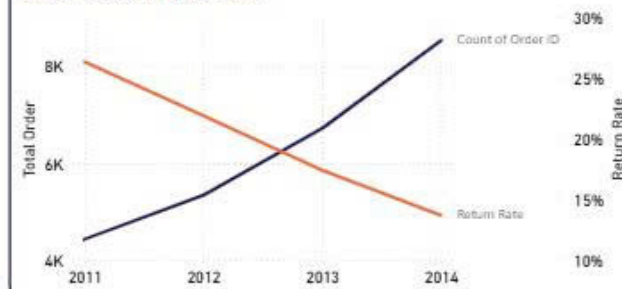


Trend in Sale vs LY Sale



Trends in Orders and Return Rate

● Count of Order ID ● Return Rate



MARKET ANALYST

Sale OverviewMarket AnalystProduct AnalystInsight and...

YearAll

AfricaAPACCanadaEMEAEULATAMUS

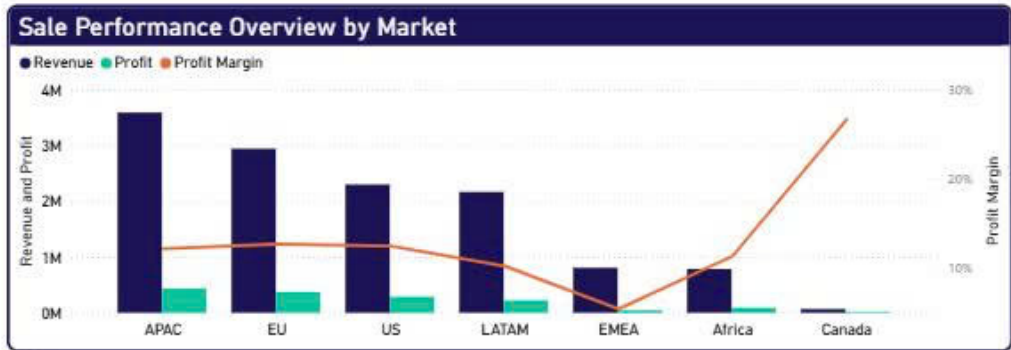
Total Revenue12.64M

Total Profit1.47M

Profit Margin11.61%

Total Order25.04K

Total Customer1590



Who is best Seller ??

Category	Sub-Category
Anna Andreadi	2.82M
Chuck Magee	1.60M
Jack Lebron	1.25M
Anthony Jacobs	1.10M
Alejandro Ballentine	0.88M
Shirley Daniels	0.85M
(Blank)	0.81M
Deborah Brumfield	0.78M
Nora Preis	0.75M
Matt Collister	0.73M
Kelly Williams	0.68M
Giulietta Dortch	0.32M
Nicole Hansen	0.07M

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	59.86%
EU	Office Supplies	1,046,307.02		159,706.94	15.26%	3714	31.56%
US	Technology	836,154.03		145,454.95	17.40%	1544	75.91%
EU	Technology	1,112,678.99		144,272.66	12.97%	1577	74.32%
APAC	Furniture	1,343,934.07		125,896.15	9.37%	1972	59.43%
US	Office Supplies	719,047.03		122,490.80	17.04%	3742	31.32%
APAC	Office Supplies	884,319.83		105,510.04	11.93%	3920	29.90%
LATAM	Technology	788,713.82		100,586.72	12.75%	1714	68.38%
LATAM	Office Supplies	563,920.73		79,459.07	14.09%	3715	31.55%
EU	Furniture	779,103.05		68,850.14	8.84%	1292	90.71%

PRODUCT ANALYST

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Year

All

Access...

Applian...

Art

Binders

Bookca...

Chairs

Copiers

Total Revenue

12.64M



Total Profit

1.47M



Profit Margin

11.61%



Total Order

25.04K



Total Customer

1590



Revenue and Profit by Sub-Category

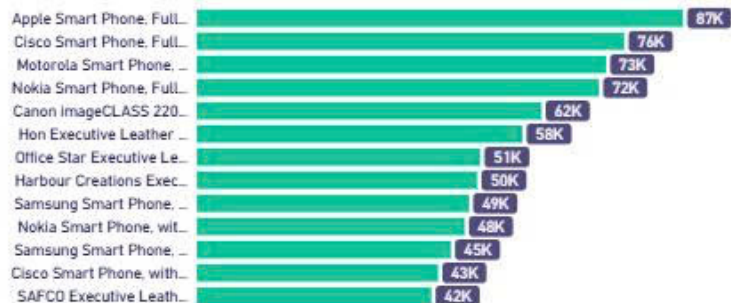
● Revenue ● Profit



Total Order by Product



What is best Product ??



Category	Africa	APAC	Canada	EMEA	EU	LATAM	US
Furniture							
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
Furnishings	20,622.26	101,037.98	808.53	27,733.36	81,215.01	62,455.96	91,705.16
Tables	34,532.60	225,098.81	849.36	39,333.92	105,381.38	144,880.33	206,965.53
Office Supplies							
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
Envelopes	9,687.98	52,112.30	567.18	10,579.53	40,124.06	41,356.85	16,476.40

INSIGHTS AND RECOMMENDATIONS

Sale Overview

Market Analyst

Product Analyst

Insight and...

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.