Executive Insights (2021–2025)

- Summary of key sales performance insights.
- Focus on trends, growth, targets, customers, regions, and products.

Total Sales
1.2B
Total YTD 344.3M

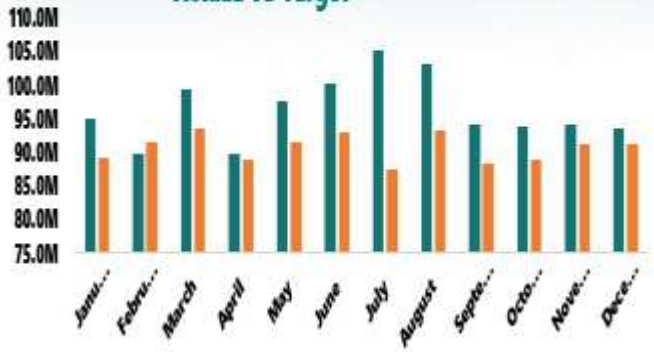
Total Profit
589.8M

profit margin
51%

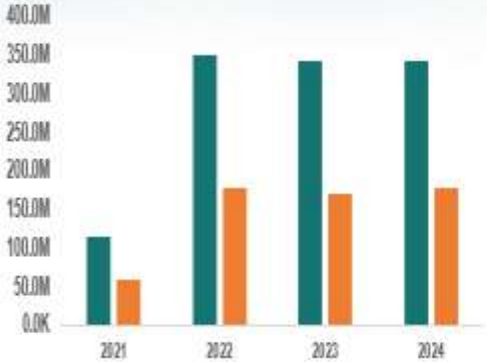
Total Target
1.1B
Achievement 106.2 %

Total Growth
198.7%
YTD Growth -0.20%

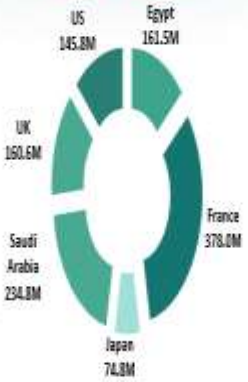
ActuaL VS Target



Sales Over Time

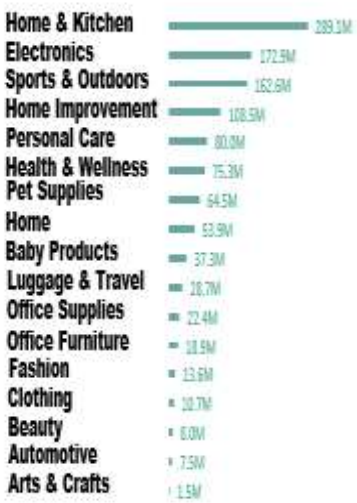


Sales By Region

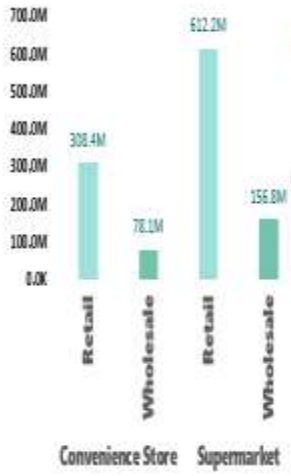


Top 10 Produ... BY CATEGORY

Horizontal (Category) Axis

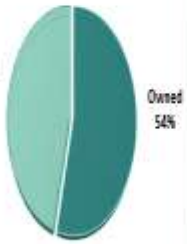


Sales By Store Type

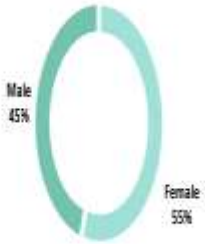


Sales By Customer Type

By Home-ownership



By Gender



Years

2021 | 2022 | 2023 | 2024

Months

January | February | March
April | May | June
July | August | Septe...
October | Novem... | Decem...

Categories

Arts & Crafts | Automotive
Baby Products | Beauty
Clothing | Electronics
Fashion | Health & We...
Home & Kitc... | Home Applia...
Home Impro... | Luggage & T...
Office Furnit... | Office Suppli...
Personal Care | Pet Supplies
Sports & Out...

Countries

Egypt | France
Japan | Saudi Arabia
UK | US

Total Sales Overview

- Total Sales across 2021–2025 ≈ 1.2B.
- Strong and stable sales volume.
- Profit margins remain stable (50–52%).

Sales Trend Analysis

- Consistent upward trend from 2021 to 2024.
- Growth slows down after 2022.
- Strongest jumps: 2021→2022.

Growth Rate

- Total Growth ≈ 198.7%.
- YTD Growth = -0.20%, slight slowdown in current period.

Actual vs Target

- Target: 1.1B | Achievement: 106.2%.
- Company exceeded annual sales target.
- All months in 2021 under-achieved target.
- Best performance is always in Q3

Best Performing Year

- 2022 is the highest performing year.
- Strong YoY growth and strong category performance.

Seasonality

- High sales: Q3 ,q2.
- Low sales: Q4,Q1.

Top Products

- Best sellers: UV Sanitizer Box, UV Phone Sanitizer, Noise Isolating, Smart Scale, Smart Home Hub.
- Home & Kitchen Categories are leading.
- Arts & Crafts Categories are the least selling.

Customer Insights

- Home Owners = 54% | Renters = 46%.
- Female customers contribute 55% of sales.

Regional Insights

- Top regions: France (378M), Saudi Arabia (234.8M), UK (160.6M).
- France leads the global markets.

Store Type Performance

- Supermarket = 612.2M (top channel).
- Retail = 308.4M.
- Wholesale = 156.8M.

Executive Summary

- Strong multi-year upward sales trend.
- Company exceeded targets.
- 2022 is the strongest year.
- Profit Margin consistency is a strength.
- Q4 requires improvement.
- Home & Kitchen categories are key revenue drivers.
- France & Saudi Arabia are leading regions.

Executive Recommendations

- **1. Improve Q4 Performance:**

Q4 is consistently the weakest quarter across all years.

Recommendations:

- Launch year-end promotional campaigns.
- Prepare inventory earlier (before October).
- Strengthen retailer partnerships during November–December.
- Use customer segmentation to target high-value buyers.

Executive Recommendations

- **2. Leverage Q3 as the Peak Season**
- Q3 is the strongest quarter every year, indicating strong seasonality.
- **Recommendations:**
- Increase marketing activities during July–September.
- Boost stock of top-selling products.
- Introduce seasonal bundles and promotional offers.

Executive Recommendations

- **3. Enhance Customer Segmentation Strategy**
- Insights show strong performance among:
- Female customers (55% of sales)
- Home owners (54%)
- **Recommendations:**
- Strengthen female-focused product marketing.
- Target home owners with smart home and tech products.
- Utilize CRM-based targeted campaigns.

Executive Recommendations

- **4. Optimize Underperforming Regions**
- Top markets: **France, Saudi Arabia, UK**
- **Recommendations:**
- Increase investment in high-performing regions.
- Review sales strategy in weak-performing regions.
- Explore new regional expansion opportunities.

Executive Recommendations

- **5. Stabilize Inventory & Supply Chain**
- Weak Q4 performance may be tied to stock shortages.
- **Recommendations:**
- Increase safety stock before Q4.
- Optimize supplier lead times.

Top 3 Priority Recommendations

- Improve Q4 Performance
- Leverage Q3 growth peak
- Break the growth plateau by expanding markets/products