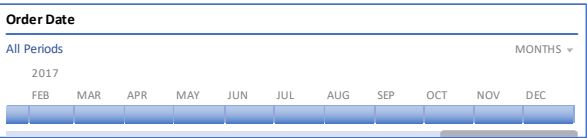
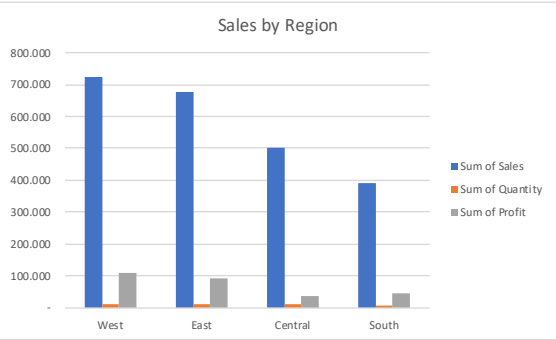
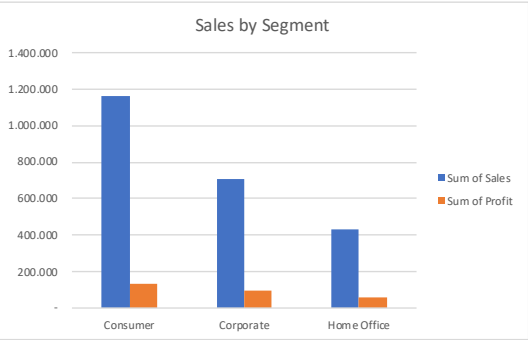


Superstore Sales Performance Dashboard

TOTAL SALES	TOTAL PROFIT	AVG PROFIT MARGIN	Growth YoY
\$2.295.274	\$285.989	12,46%	20,38%



Region

Central

East

South

West

Category

Furniture

Office Supplies

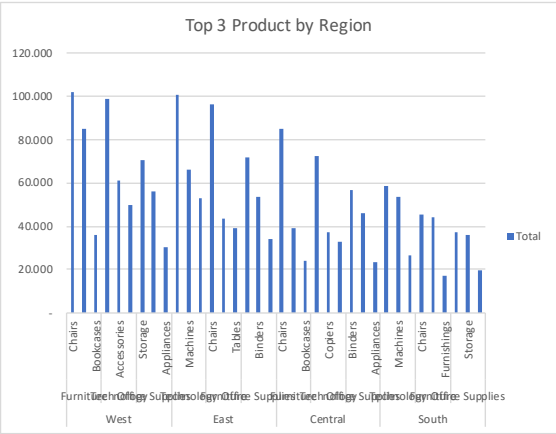
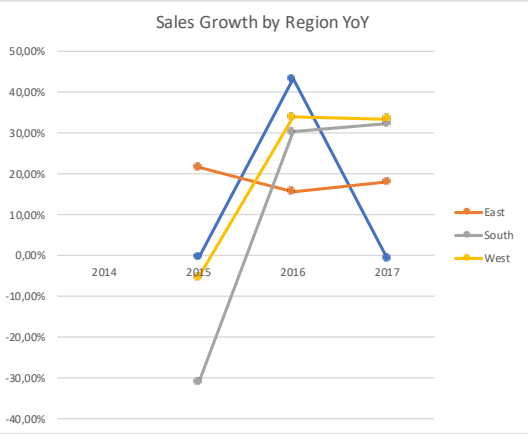
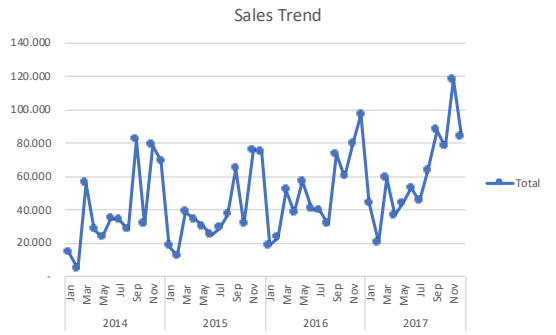
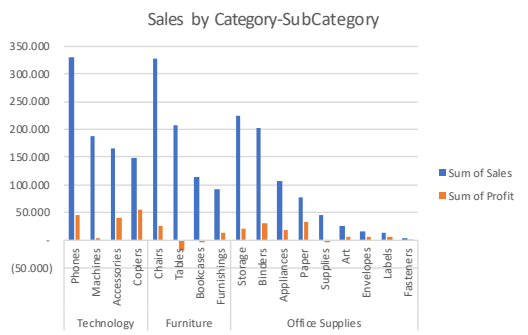
Technology

Segment

Consumer

Corporate

Home Office



KEY INSIGHTS

- 1. GROWTH ENGINE vs REVENUE ENGINE**
While the West is our Revenue Engine (\$725K sales), the South is our Growth Engine (32% YoY). However, the West delivers superior profitability (14.9% margin vs South's 11.9%), making it our profit powerhouse.
- 2. PRODUCT STRATEGY BY REGION**
Technology drives performance in 3 of 4 regions, with Phones being the #1 product in East, Central, and South. The West shows unique strength in Furniture, particularly Chairs (\$101K sales).
- 3. REGIONAL OPPORTUNITIES**
Central region declined -0.7% despite strong Technology sales - urgent diagnosis needed. South's high growth presents our biggest expansion opportunity with focused investment.

RECOMMENDATIONS

- SOUTH REGION (Growth Accelerator)**
- Aggressive Expansion: Increase marketing budget by 25%
 - Product Focus: Scale Technology offerings (Phones, Accessories)
 - Goal: Capture market share while improving margins from 11.9% to 13%
- WEST REGION (Profit Protector)**
- Defend & Optimize: Launch loyalty program for existing customers
 - Product Focus: Leverage Furniture strength (expand Chair offerings)
 - Goal: Maintain 14.9%+ margins while growing sales 15%
- CENTRAL REGION (Turnaround Focus)**
- Immediate Diagnosis: Investigate Q4 2017 performance drivers
 - Quick Wins: Boost Office Supplies (strong Binders/Storage sales)
 - Goal: Return to positive growth in Q1 2018
- EAST REGION (Steady Performer)**
- Maintain Momentum: Continue current successful strategies
 - Product Focus: Technology leadership (Phones, Machines)
 - Goal: Sustain 15-18% growth rate

Across all regions, Technology averages 28% of sales but drives 35% of growth - making it our strategic priority for 2018 investment.