

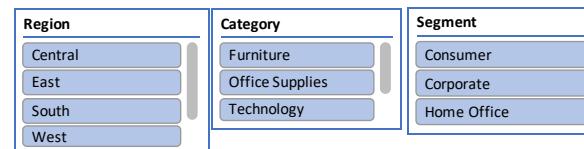
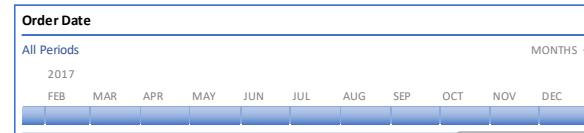
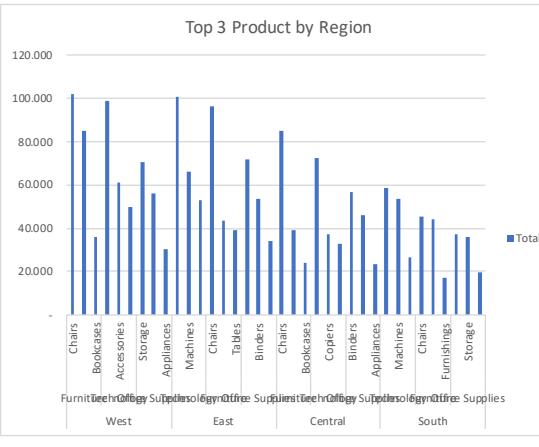
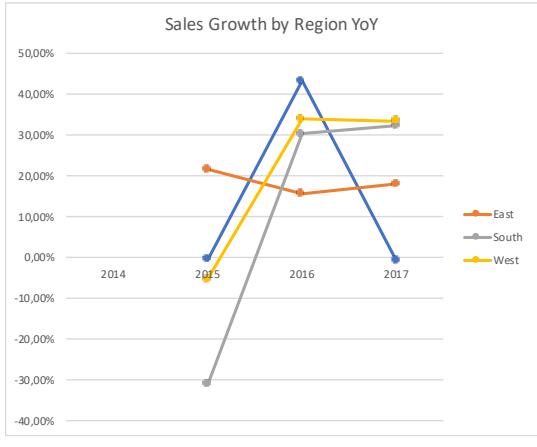
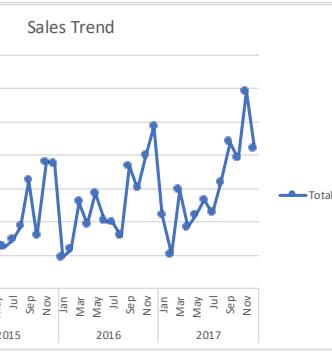
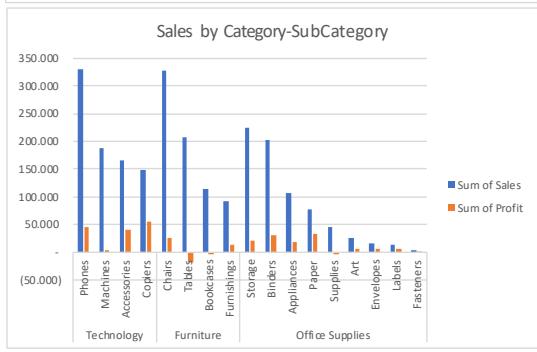
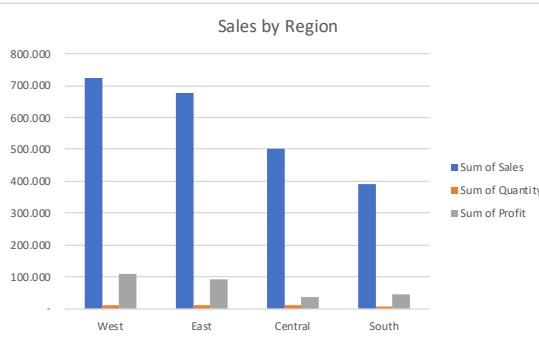
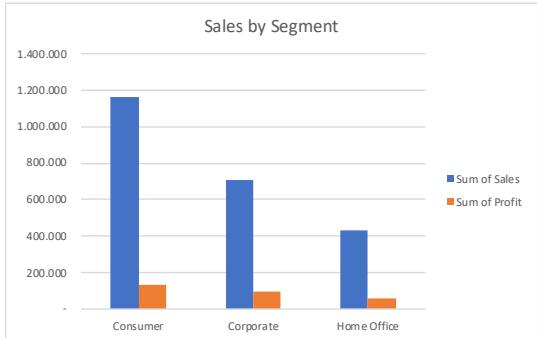
# Superstore Sales Performance Dashboard

**TOTAL SALES**  
\$2.295.274

**TOTAL PROFIT**  
\$285.989

**Avg Profit Margin**  
12,46%

**Growth YoY**  
20,38%



## 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.