

ANALYTICAL INSIGHTS:

1. Trend Analysis

- Sales are increasing.
- Profit is not stable.
- Discounts and high shipping costs reduce profit.

Action: Reduce discounts and control shipping cost.

2. Profitability

- Technology gives the highest profit.
- Furniture gives low or negative profit.

Action: Focus on selling more Technology products and reduce discount for Furniture.

3. Customer / Segment Behavior

- Corporate customers give more profit.
- Consumer customers place more orders but profit is low.

Action: Strengthen corporate deals; give value bundles to consumer customers.

4. Category Performance

- Printers, Copiers, Phones perform very well.
- Tables and Bookcases perform poorly in profit.

Action: Promote high-margin items and rethink pricing for low-profit items.

5. Business Risks & Opportunities:

- Some regions show low profit because of discounts.
- There is opportunity to increase profit by improving pricing and logistics.

Action: Control regional discounts and improve delivery efficiency.