

INSIGHTS:

- **Market Distribution:** Online and offline sales channels were almost evenly matched, with slightly higher sales occurring offline.
- **Financial Performance:** The market experienced its highest revenue and profit in 2012, followed by a decline reaching its lowest point in 2017.
- **Product Performance:** Beverage sales demonstrated growth in the later years.
- **Regional Profitability:** Armenia and Ukraine were the most profitable regions within the European market.
- **Sales Volume:** Average unit sales were approximately in the five thousand range.
- **Order Priorities:** The majority of orders across the country were assigned the highest priority level, "critical" (Priority 1), followed by a significant number categorized as "major" (Priority 2).

Strategies for Boosting European Sales:

Online Focus:

- **Expand Online Presence:** Establish a strong online presence in Austria to capitalize on the growing e-commerce market.
- **Optimize Product Offerings:** Prioritize online sales for high-demand categories like beverages, cereals, and cosmetics by implementing regular promotional offers to drive customer engagement and retention.

Offline Focus:

- **Enhance Product Availability:** Increase the offline inventory of products with high offline demand, such as clothing, meat, and

personal care items, to meet customer expectations and drive sales.

- **Bridge Online-Offline Gap:** Introduce occasional online promotions for products traditionally purchased offline (e.g., clothing, personal care) to encourage online shopping and expand the customer base.