

Executive Overview

Category Performance

Product Diagnostics

Business Performance Summary

Category

Region

\$194.65K

\$16.26K

Total Sales

1.4K

Total Quantity

8.35%

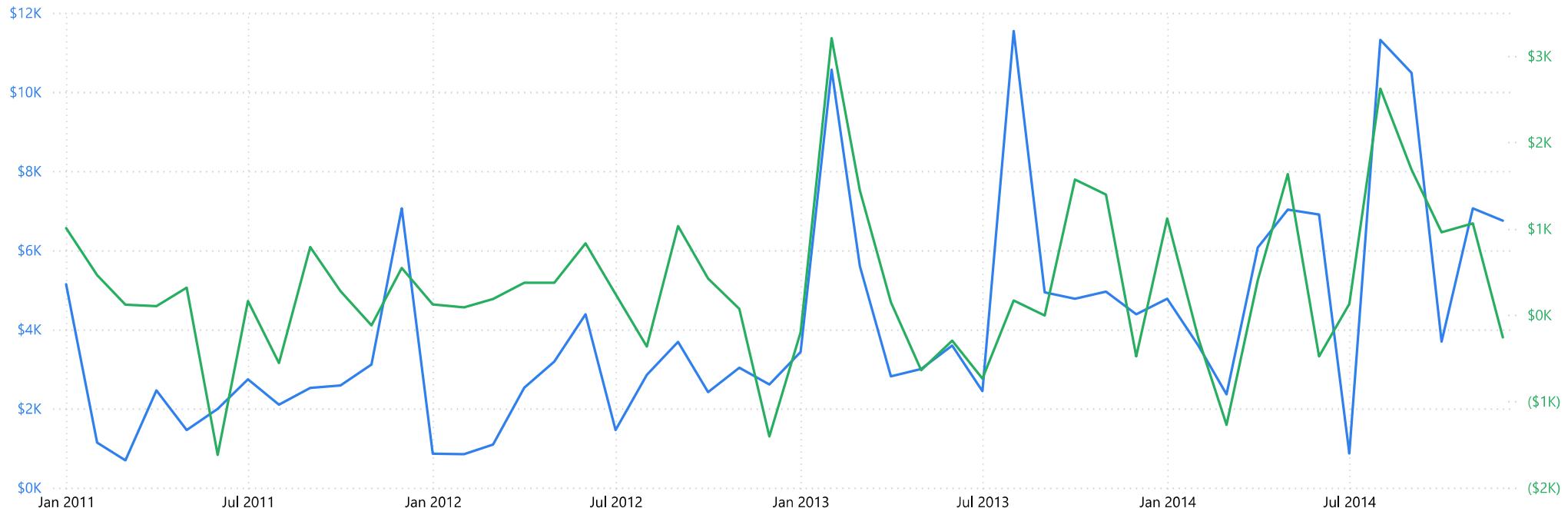
Profit Margin %

Moderate

Profit Health

Sales vs Profit Trend

Total Sales Total Profit

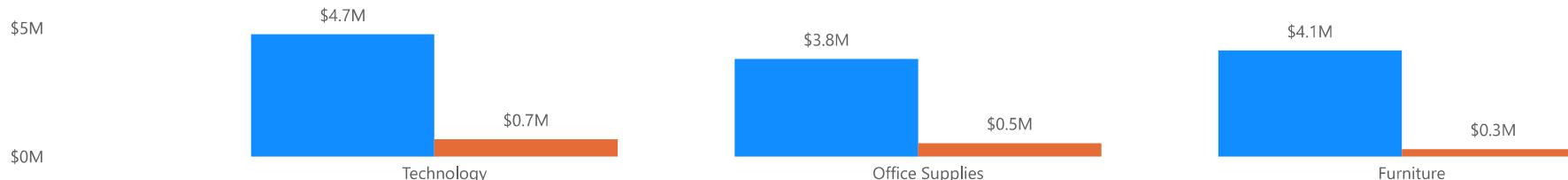




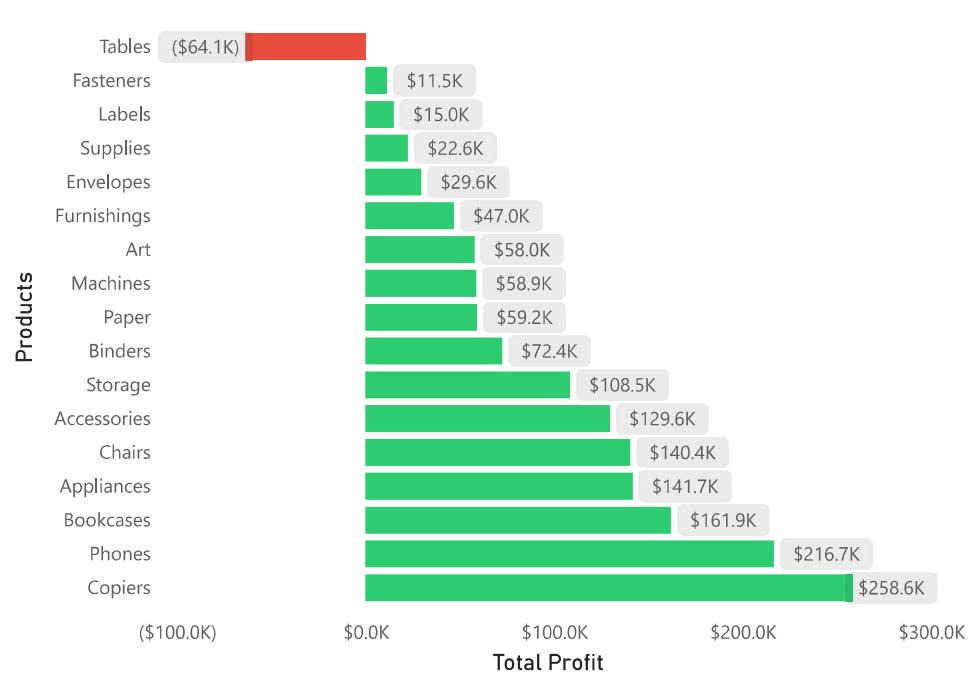
Profitability Breakdown by Product Category

Region
 Africa

Category Sales vs Profit



select product to investigate



Product.Name	Sub.Category	Category
"While you Were Out" Message Book, One Form per Page	Paper	Office
#10- 4 1/8" x 9 1/2" Recycled Envelopes	Envelopes	Office
#10- 4 1/8" x 9 1/2" Security-Tint Envelopes	Envelopes	Office
#10 Gummed Flap White Envelopes, 100/Box	Envelopes	Office
#10 Self-Seal White Envelopes	Envelopes	Office
#10 White Business Envelopes,4 1/8 x 9 1/2	Envelopes	Office
#10-4 1/8" x 9 1/2" Premium Diagonal Seam Envelopes	Envelopes	Office
#6 3/4 Gummed Flap White Envelopes	Envelopes	Office
1.7 Cubic Foot Compact "Cube" Office Refrigerators	Appliances	Office
1/4 Fold Party Design Invitations & White Envelopes, 24 8-1/2" X 11" Cards, 25 Env./Pack	Paper	Office
12 Colored Short Pencils	Art	Office
12-1/2 Diameter Round Wall Clock	Furnishings	Furniture
14-7/8 x 11 Blue Bar Computer Printout Paper	Paper	Office
2300 Heavy-Duty Transfer File Systems by Perma	Storage	Office
24 Capacity Maxi Data Binder Racks, Pearl	Storage	Office
24-Hour Round Wall Clock	Furnishings	Furniture
3.6 Cubic Foot Counter Height Office Refrigerator	Appliances	Office
36X48 HARDFLOOR CHAIRMAT	Furnishings	Furniture
3D Systems Cube Printer, 2nd Generation, Magenta	Machines	Tech
3D Systems Cube Printer, 2nd Generation, White	Machines	Tech
3M Hangers With Command Adhesive	Furnishings	Furniture



Product Profitability Investigation

Category: Envelopes

Focused Product: Multiple Products

\$170.93K

Analysis Sales

\$29,601

Analysis Profit

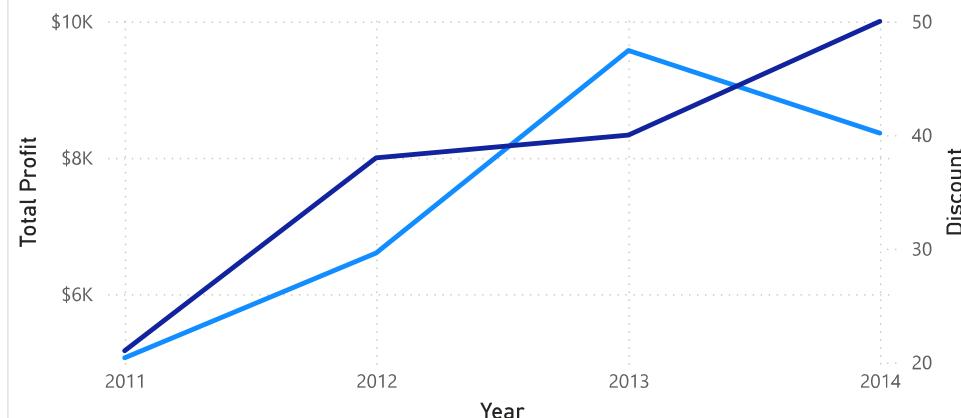
8380

Analysis Quantity

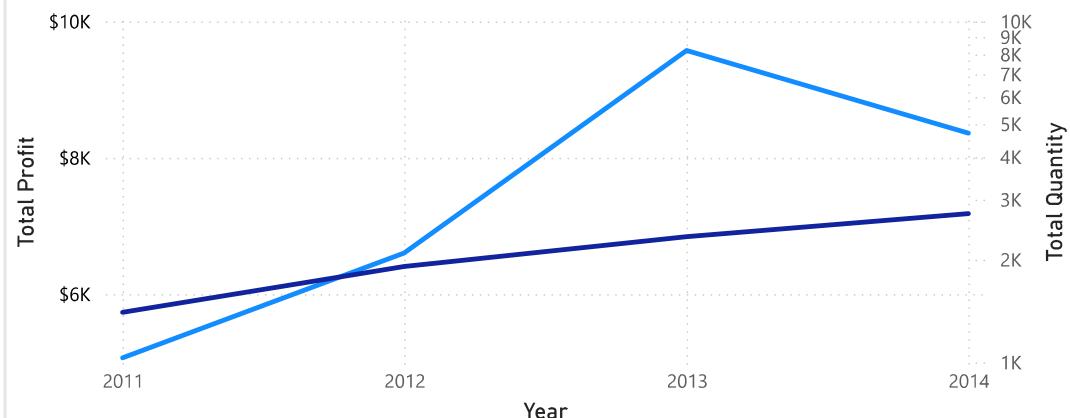
17.32%

Analysis Margin

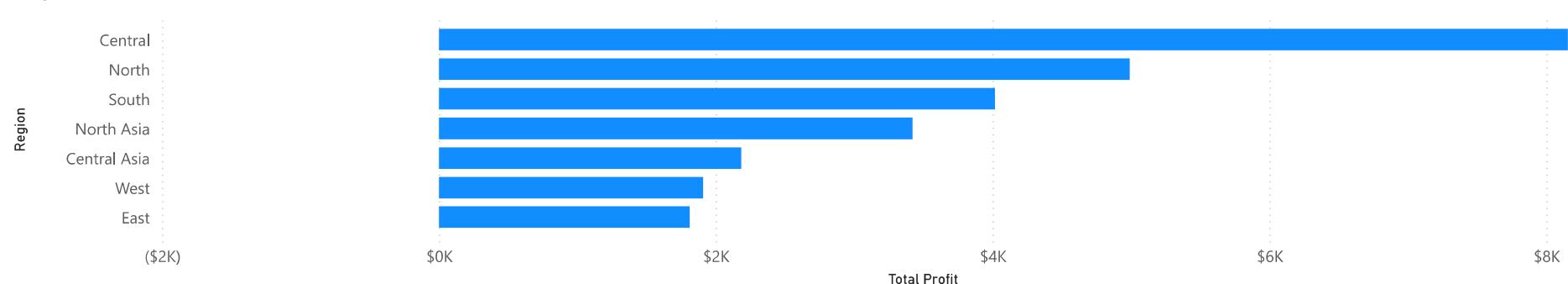
Pricing Strategy Effect



Demand vs Profit Relationship



Regional Profit Contribution



Profit decline is primarily associated with discounting rather than demand reduction.