

Executive Overview

Category Performance

Product Diagnostics

Business Performance Summary

Category

Region

\$194.65K

Total Sales

\$16.26K

Total Profit

1.4K

Total Quantity

8.35%

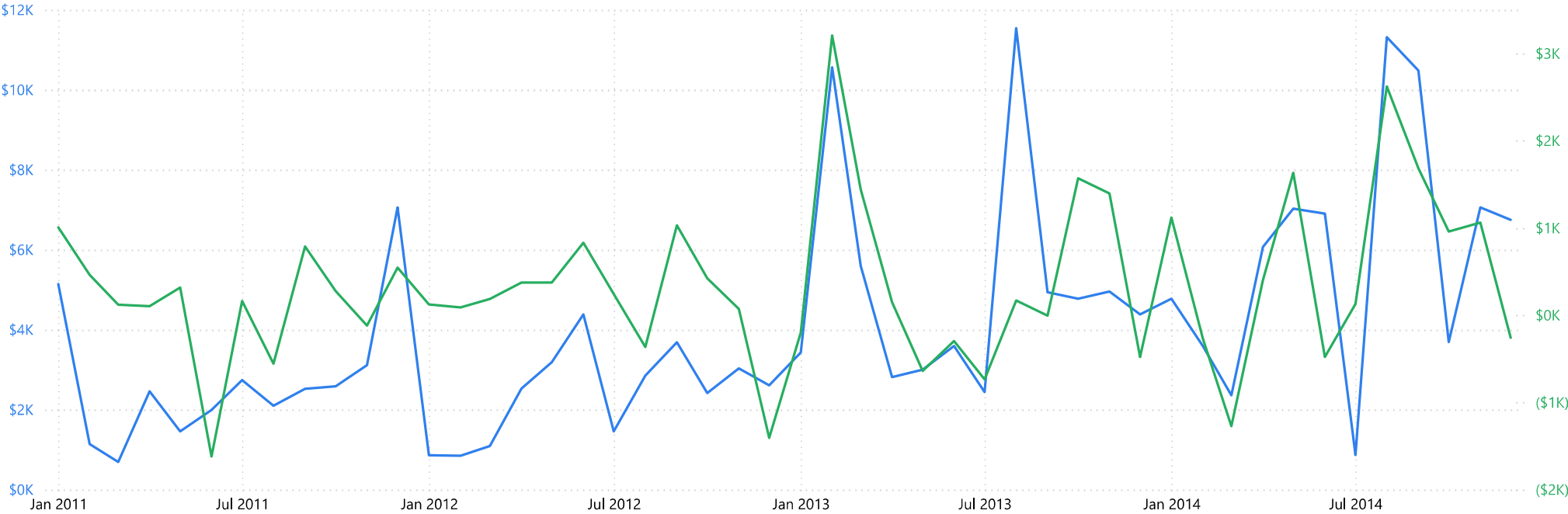
Profit Margin %

Moderate

Profit Health

Sales vs Profit Trend

Total Sales Total Profit



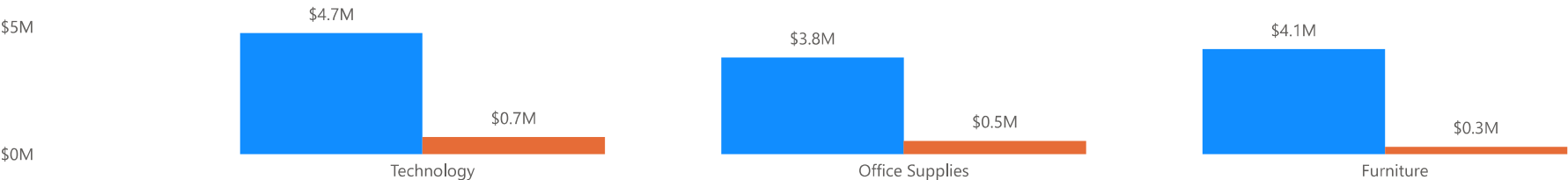


Profitability Breakdown by Product Category

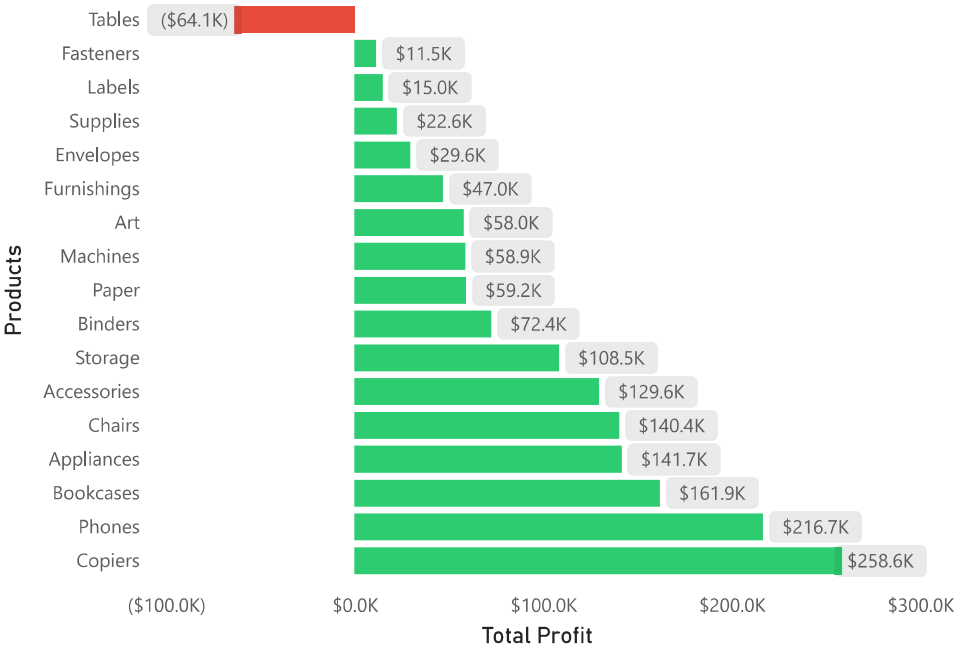
Region

☐ Africa

Category Sales vs Profit



select product to investigate



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



Product Profitability Investigation

Category: Envelopes

Focused Product: Multiple Products

\$170.93K

Analysis Sales

\$29,601

Analysis Profit

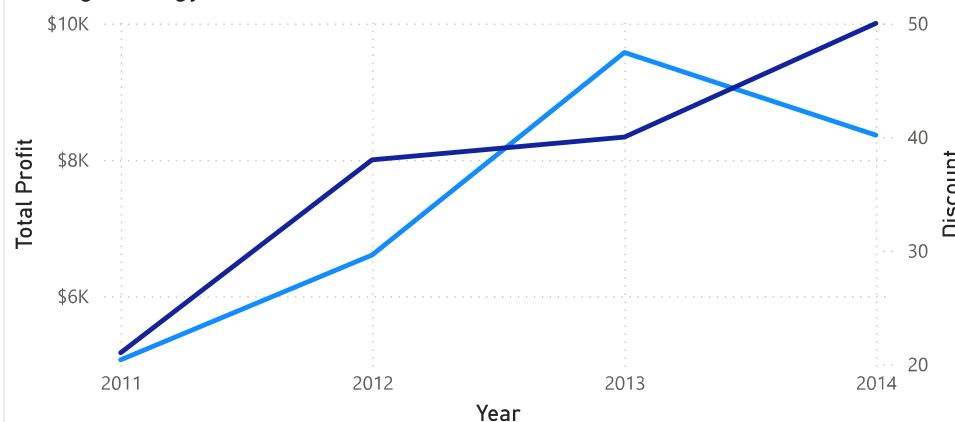
8380

Analysis Quantity

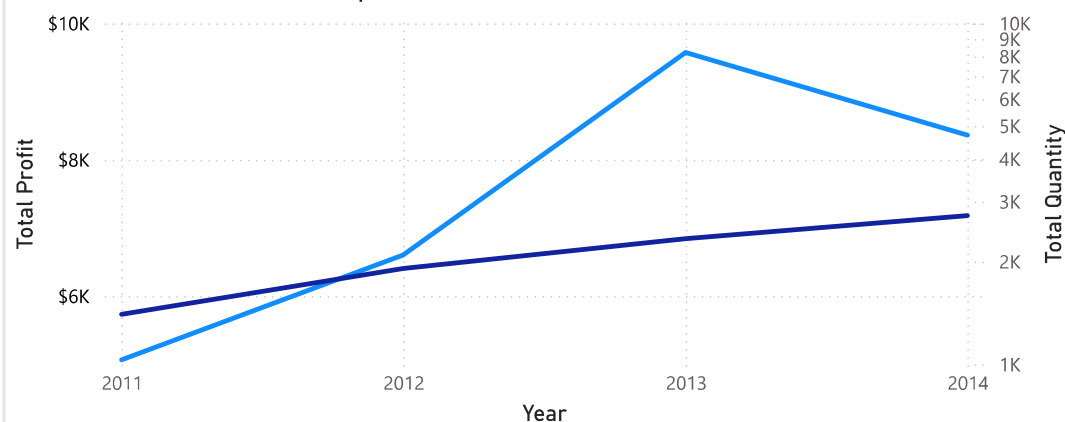
17.32%

Analysis Margin

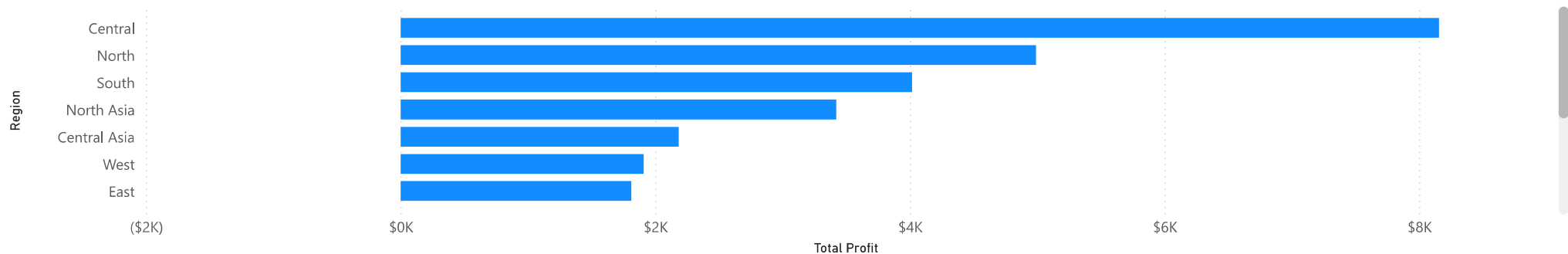
Pricing Strategy Effect



Demand vs Profit Relationship



Regional Profit Contribution



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