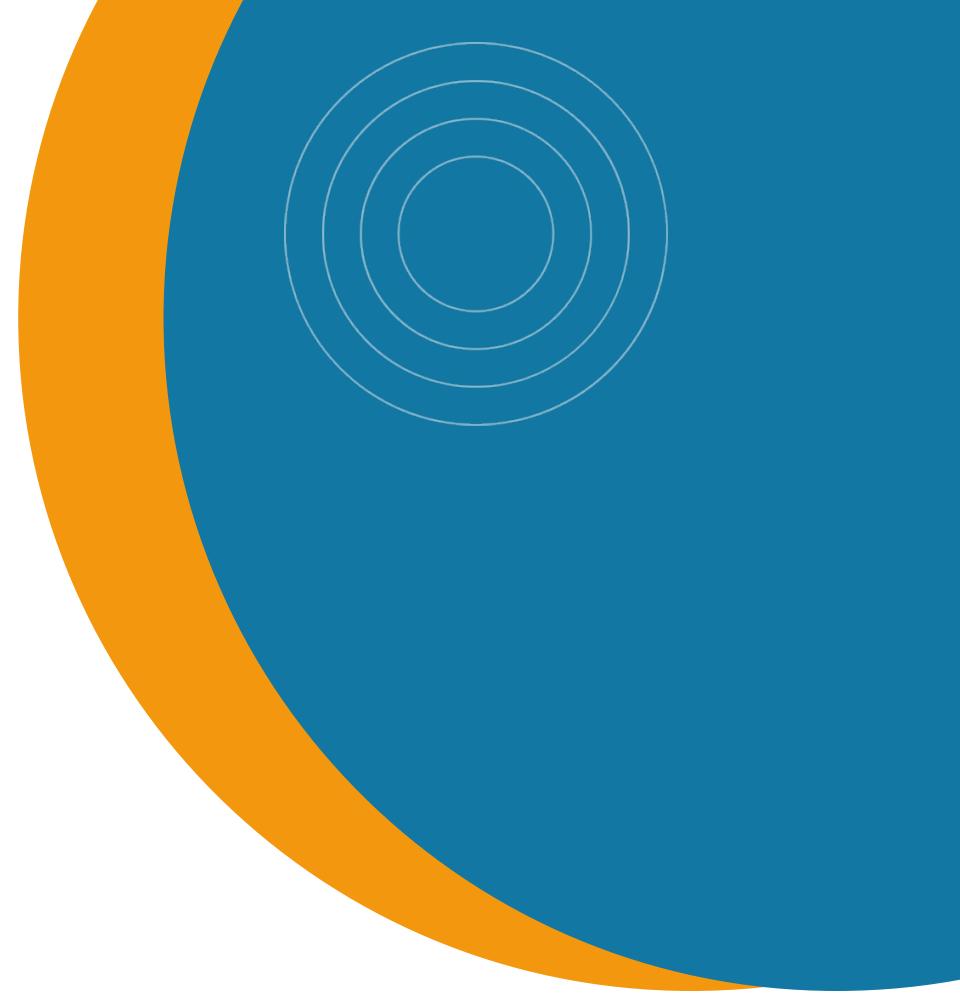


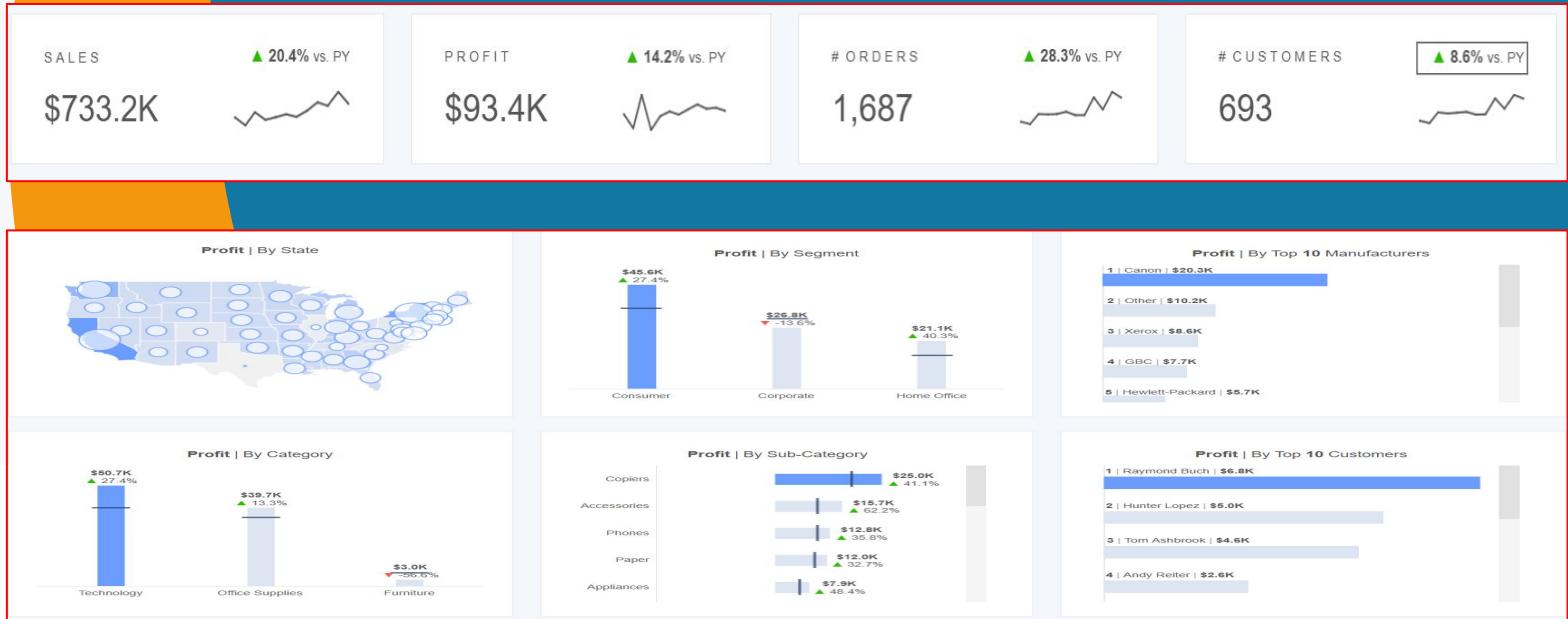


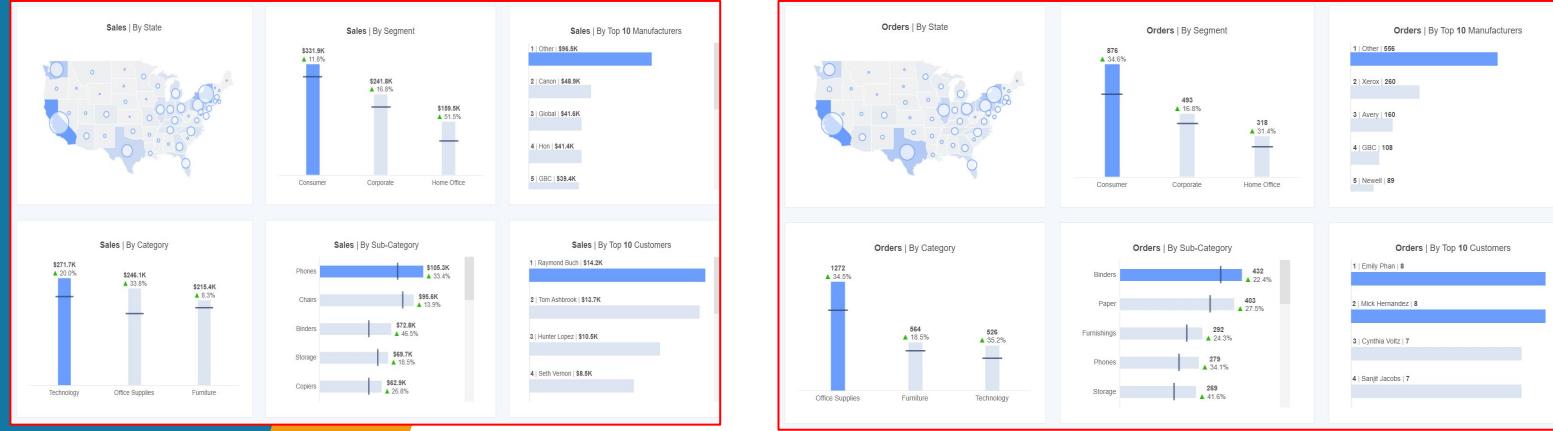
End-to-End Structured Business Analysis : Men's Athleisure Sales Decline (Revoshion)

Santa Riyanti T
29 Oktober 2025
RevoU FSDA Batch OCT25



Overview Dashboard





DISCLAIMERS

- This analysis is based on a publicly available dataset and does not reflect real world financial or business insight
- Revoshion is a fictional entity, and the result presented here are purely for educational purposes.

Problem Statement

How the company must address this imbalance to achieve a profit margin increase of at least 10% in the next three months, when in the past 12 months, the company recorded a 20.4% increase in sales, but profits only grew by 14.2% ?

Objective

Increase profit margin by at least 10% over the next three months, with sales currently recorded at 20.4%, but profits only growing by 14.2%.



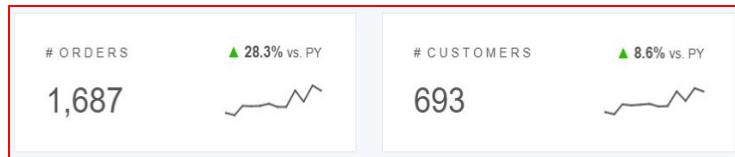


INTERPRETATION KPI AND TREND



1. Sales \$733.2K | ▲ 20.4% vs PY

- **Interpretation** : Sales show strong year over year growth, indicating increased demand or effective sales strategies.
- **Trend** : The upward line graph reflects consistent positive momentum in revenue generation.



2. Profit \$93.4K | ▲ 14.2% vs PY

- **Interpretation** : Profit has also increased, but at a slower pace than sales, suggesting margin pressure or rising operational costs.
- **Trend** : The graph shows a relatively stable trend with minor fluctuations, indicating steady but not optimized profitability.

3. Orders 1,687 | ▲ 28.3% vs PY

- **Interpretation** : A sharp increase in order volume signals higher transaction activity and stronger customer engagement.
- **Trend** : The line graph shows a steep upward trend, reflecting aggressive business volume growth.

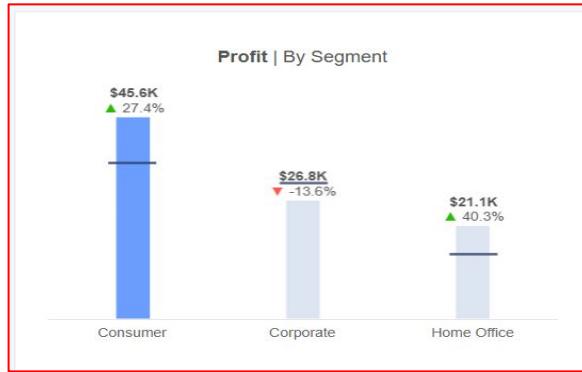
4. Customers 693 | ▲ 8.6% vs PY

- **Interpretation** : Customer growth is positive but slower than order growth, suggesting increased purchase frequency among existing customers.
- **Trend** : The graph shows a stable upward



LAGGING INDICATOR (PROFIT)

a. Profit by Segment



Segment Profitability Insights :

- **Consumer Segment Leads in Profit** : With **\$45.6K** in profit and **▲27.4%** growth, the Consumer segment is the most profitable and continues to grow steadily, indicating strong demand and healthy margins.
- **Corporate Segment Declines** : Despite being a key business segment, Corporate shows a **▼13.6%** drop in profit to **\$26.8K**, signaling margin pressure, rising costs, or ineffective pricing and discount strategies.
- **Home Office Shows Fastest Growth** : Although it contributes the smallest profit (**\$21.1K**), the Home Office segment has the highest growth rate (**▲40.3%**), suggesting emerging potential and increased relevance in this segment.

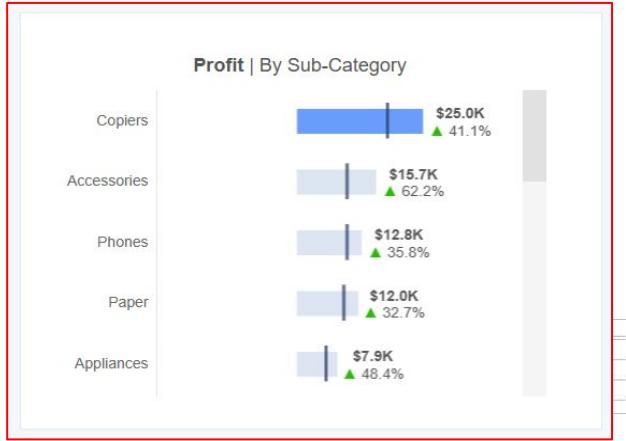
b. Profit by Category



Category Profitability Insights :

- **Technology Leads in Profit** : With **\$50.7K** in profit and **▲27.4%** growth, Technology is the most profitable category, showing strong demand and healthy margins, ideal for margin-focused strategies.
- **Office Supplies Show Stable Growth** : Generating **\$39.7K** in profit with **▲13.3%** growth, Office Supplies remain a reliable contributor, though with slower momentum. This category may benefit from cost efficiency or bundling strategies.
- **Furniture Faces Profit Decline** : Despite being a core category, Furniture shows a sharp **▼36.5%** drop in profit to **\$3.0K**, indicating margin erosion, pricing challenges, or inefficient cost structure.

c. Profit by SubCategory



Sub-Category Profitability Insights :

- Copiers Generate Highest Profit** : With **\$25.0K** in profit and **▲ 41.1%** growth, Copiers lead in both value and momentum, indicating strong demand and healthy margins, ideal for strategic focus.
- Accessories Show Fastest Growth** : Despite a lower profit of **\$15.7K**, Accessories posted the highest growth rate (**▲ 62.2%**), suggesting rising relevance and potential for margin expansion.
- Phones and Paper Deliver Balanced Performance** : Phones (**\$12.8K**, **▲ 35.8%**) and Paper (**\$12.0K**, **▲ 32.7%**) show solid profitability and consistent growth, making them reliable contributors to overall margin.
- Appliances Show Emerging Potential** : With **\$7.9K** in profit and **▲ 48.4%** growth, Appliances are gaining traction and may benefit from deeper investment or bundling strategies.

d. Profit by Manufacturers



Manufacturer Profitability Insights :

- Canon Dominates Profit Contribution** : With **\$20.3K** in profit, Canon is the top-performing manufacturer, contributing nearly double the profit of the next closest competitor. This highlights its strategic importance and potential for margin-focused growth.
- Fragmented Profit from “Other” Vendors** : The “Other” category contributes **\$10.2K**, indicating a significant portion of profit comes from miscellaneous or smaller vendors. This may present challenges in margin control and consistency.
- Xerox, GBC, and HP Show Moderate Returns** : Xerox (**\$8.6K**), GBC (**\$7.7K**), and Hewlett-Packard (**\$5.7K**) provide modest profit contributions, suggesting stable but less dominant roles in the overall profitability landscape.

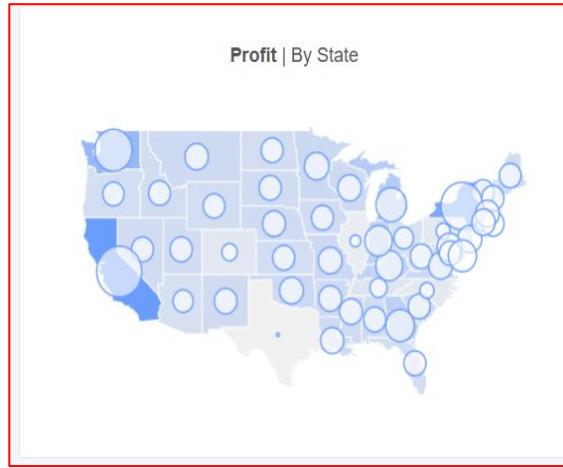
e. Profit by Customers



Customer Profitability Insights :

- **Raymond Buch Leads in Profit Contribution** : With **\$6.8K** in profit, Raymond Buch is the most profitable customer, making him a key account worth prioritizing for retention and relationship strengthening.
- **Hunter Lopez and Tom Ashbrook Show Solid Returns** : Hunter Lopez (**\$5.0K**) and Tom Ashbrook (**\$4.6K**) contribute meaningful profit, indicating consistent purchasing behavior and potential for upselling or premium service offerings.
- **Andy Reiter Shows Emerging Potential** : Although contributing a lower profit (**\$2.6K**), Andy Reiter may represent a growth opportunity if nurtured through targeted engagement or tailored offers.

f. Profit by State



Geographic Profitability Insights :

- **California Leads in Profitability** : California stands out with the darkest shading and largest marker, indicating it is the top performing state in terms of profit. This suggests strong market presence and high-margin customer activity in the region.
- **Profit Distribution Is Uneven** : Other states show lighter shading and smaller circles, indicating lower profit contributions. This highlights geographic concentration and potential untapped opportunities in underperforming regions.
- **Regional Focus May Be Needed** : The visual disparity suggests that expanding efforts in high potential but low-profit states could help balance growth and reduce dependency on top-performing areas.

CONCLUSION BASE ON CONNECTION THE LEADING INDICATORS

The business shows **strong top line momentum** with sales reaching **\$733.2K** (Δ 20.4%) and orders climbing to **1,687** (Δ 28.3%). However, **profit growth lags behind** at **\$93.4K** (Δ 14.2%), signaling potential margin pressure. While customer count increased modestly to **693** (Δ 8.6%), the faster order growth suggests **higher purchase frequency per customer**, indicating strong engagement and upselling success.

Segment and category breakdowns reveal that :

- **Technology and Consumer segments** are driving profitability.
- **Furniture and Corporate segments** are underperforming, with declining profit trends.
- **Copiers and Accessories** stand out as high-growth sub categories.
- **Canon leads manufacturer profitability**, while others contribute modestly.
- **Top customers like Raymond Buch and Hunter Lopez** offer high-margin opportunities.
- **California dominates geographically**, but profit distribution across other states remains uneven.



Key Insight Summarized

- **Strong business momentum** : Sales, orders, and profit all show positive year-over-year growth, indicating healthy demand and increased customer activity.
- **Order growth outpaces customer growth** : Orders are rising much faster than the number of customers, meaning **existing customers are buying more frequently**, a sign of strong engagement and upselling effectiveness.
- **Profitability is uneven across segments** :
 - **Consumer** and **Home Office** segments are growing well.
 - **Corporate** is declining, signaling margin pressure and the need for corrective action.
- **Technology and Office Supplies drive profit**, while **Furniture significantly underperforms**, showing margin erosion.
- **High-growth sub-categories** like Copiers, Accessories, and Appliances offer strong margin expansion opportunities.
- **Canon is the top profit -generating manufacturer**, far ahead of others, highlighting a key strategic partnership.
- **Profit is geographically concentrated**, with California contributing the most, while many states remain underdeveloped.

RECOMMENDATIONS

Strategic Recommendations	Sales Optimization	Improvement Segments and Categories
<p>Strengthen Profitability Through Margin Optimization</p> <ul style="list-style-type: none">Focus on high-profit categories and sub-categories such as Technology, Copiers, Accessories, and the Consumer segment.Conduct a pricing and discount review, especially for declining areas like Corporate and Furniture.Reduce reliance on low margin products or vendors by shifting volume toward higher-margin SKUs.	<p>Optimize Sales Activities Based on Order Trends</p> <ul style="list-style-type: none">Since orders are growing faster than customer count, leverage this momentum with stronger cross-sell and upsell initiatives.Develop campaigns to increase order frequency and basket size among existing customers.Identify mid tier customers with growth potential and nurture them into high-value accounts.	<p>Improve Underperforming Segments and Categories</p> <ul style="list-style-type: none">Conduct root cause analysis for the Corporate segment and Furniture category, which show declining profitability.Review cost structure, supply chain efficiency, and discounting practices to restore margins.Consider product repositioning or new offerings to boost competitiveness in these areas.

*...Thank
You...*

