

# V.S Corporation – Business Insights Report

Prepared for Executive Review

Date: October 2025

Generated via Power BI Analysis

## 1. Financial Overview

Total Sales: ~1.3M; Total Cost: ~640.6K; Total Profit: ~627K. Profit margin is strong (~49%), showing healthy cost control.

## 2. Top Customers (by Profitability)

Winnie Moss (Profit: 1,936), Xavier Burford (940), and William Reichert (1,039) are high-value customers. Action: Create loyalty programs to retain them. Yasmin Bradley shows low profitability despite high cost—review pricing/discounts.

## 3. Sales by Sub-Category

Strong categories: Chairs, Bookcases, Phones, Copiers. Weak categories: Machines, Furnishings, Art. Action: Double down on promotions for strong categories; reposition or bundle weak ones.

## 4. Regional Performance

Central region leads with ~8K units sold (55.11%). North (~3K) and South (~4K) lag. Action: Expand marketing in North & South, replicate Central region best practices.

## **5. Sales Growth (2017–2020)**

Orders rose steadily, peaking around 2019–2020. Action: Sustain momentum by analyzing product mix and customer drivers.

## **6. Profitability by Customer Segment**

Some customers (e.g., Xavier Synan, Xavier Martindale) show moderate profits relative to costs. Action: Revise pricing, reduce servicing cost, or upsell premium products to improve contribution.

## **Overall Recommendations**

1. Retain & reward high-profit customers. 2. Reposition or discontinue weak categories. 3. Balance regional performance. 4. Improve low-margin customer profitability. 5. Use order growth to expand product range and market share.