MBAN Store - Overview of Markets

Performance Metrics for All vs Total

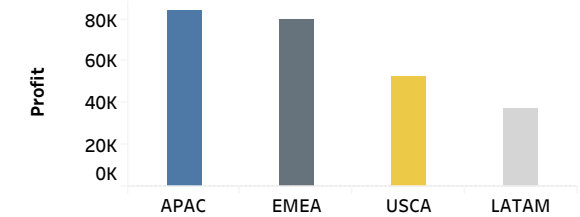| Total Profit	Profit Margin	Profitable Transactions	Staff Met Sales Qouta
$1.49M	**11.80%**	**75.2%**	**66.67%**
vs Overall 1.49M	vs Overall 11.8%	vs. Overall 75.2%	vs. Overall 66.67%

Select to view different market

- APAC
- EMEA
- LATAM
- USCA

MBAN Store Market Distribution Map (by country and states)

Select map layer between profit by state, country and market
use tooltip to show detailed profit by country or states

$515,752 EMEA
$310,386 USCA
$441,541 APAC
$226,994 LATAM

Profit by Country
-97,954 — 292,381

Profit by States
-28,854 — 100,698

© 2023 Mapbox © OpenStreetMap
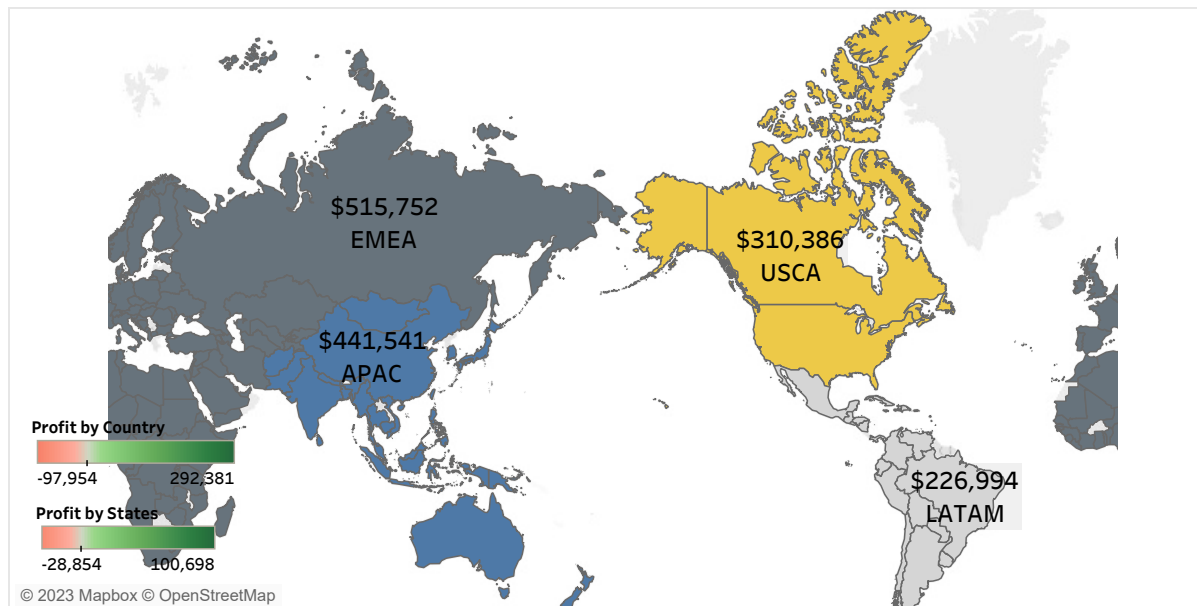
Profit per market

Product and Brand Count Per Market

	#. Brand	#. Products
APAC	71	1,913
EMEA	71	1,915
LATAM	71	1,869
USCA	324	2,176

Employee Count Per Market

Market	#. Sales Manager	#. Sales Representative
USCA	1	4
LATAM	1	3
EMEA	1	4
APAC	1	3

MBAN Store - Product Analysis

Select Measure
Profit($)

Select Country
All

Select to view Mar..
- ✔ APAC
- ✔ EMEA
- ✔ LATAM
- ✔ USCA

Select Sub-Category
- ✔ Accessories
- ✔ Appliances
- ✔ Art
- ✔ Binders
- ✔ Bookcases
- ✔ Chairs
- ✔ Copiers
- ✔ Envelopes
- ✔ Fasteners
- ✔ Furnishings
- ✔ Labels
- ✔ Machines
- ✔ Paper
- ✔ Phones
- ✔ Storage
- ✔ Supplies
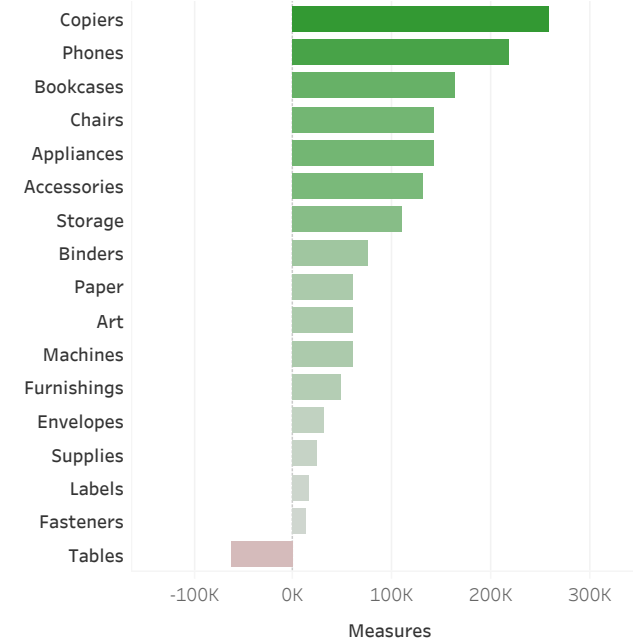- ✔ Tables

Legends
- 🟩 Profitable
- 🟥 Unprofitable

#. Brands carried for different markets
select the market to view different market information

USCA 324 Brands	APAC 71 Brands	EMEA 71 Brands	LATAM 71 Brands

Top 5 and Bottom 5 States for Profit($)
select to view different states

State	Profit
England	100,698
California	77,318
New York	74,891
Île-de-France	44,559
New South Wales	44,052
Izmir	-15,746
Ohio	-16,895
Texas	-25,080
Lagos	-25,788
Istanbul	-28,854

Profit($) for Sub-category
select to view different sub-categories and Profit($)

Sub-Catego.. (bar chart)
- Copiers
- Phones
- Bookcases
- Chairs
- Appliances
- Accessories
- Storage
- Binders
- Paper
- Art
- Machines
- Furnishings
- Envelopes
- Supplies
- Labels
- Fasteners
- Tables

Measures: -100K, 0K, 100K, 200K, 300K

Profability distribution for All Sub-Category

12.96% are Unprofitable
42 Brands
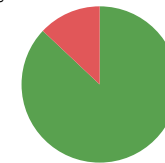
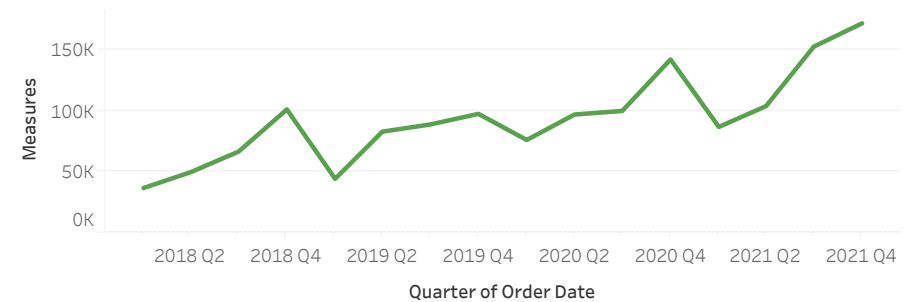87.04% are Profitable
282 Brands

TOP3 Brands for Profit($)
hover brands to view brand information

Canon 80,714	Cisco 49,981	HP 99,948

Bottom 3 Brands for Profit($)

Barricks -13,182	Bevis -14,534	Lesro -13,048

Trend of Profit($)

Measures: 0K, 50K, 100K, 150K
Quarter of Order Date: 2018 Q2, 2018 Q4, 2019 Q2, 2019 Q4, 2020 Q2, 2020 Q4, 2021 Q2, 2021 Q4

MBAN Store - USCA Employee Analysis

Employee Sales Quota by Market
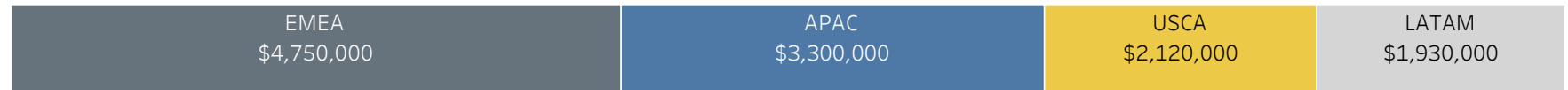select the band to view different market

Order Year
- ☑ 2018
- ☑ 2019
- ☑ 2020
- ☑ 2021

Market
- USCA
- APAC
- EMEA
- LATAM

EMEA $4,750,000	APAC $3,300,000	USCA $2,120,000	LATAM $1,930,000

10 Best Selling Employees

Employee	Sales
Mike	$1,724,540.01
Zhen	$1,101,403.74
Jing	$887,145.02
Guo	$848,623.08
Heather	$808,287.52
Ross	$784,872.58
Doug	$753,599.43
Gordon	$726,852.83
Allan	$680,506.25
Amelia	$628,192.82

USCA Employees YOY Sales Trend

Legend: Canada, United States
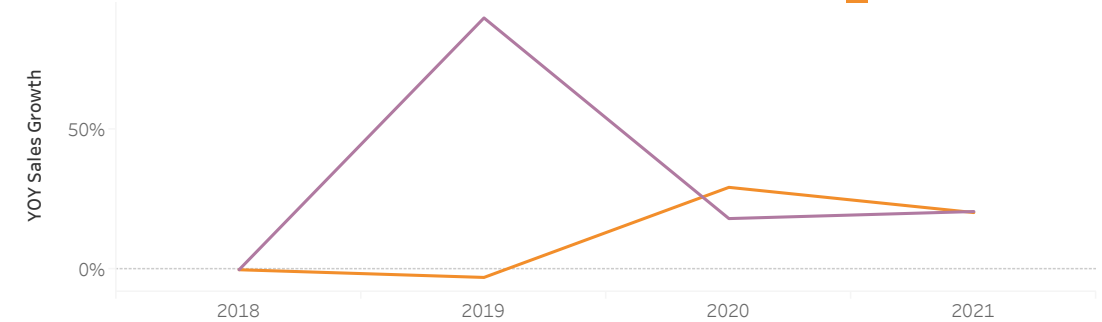
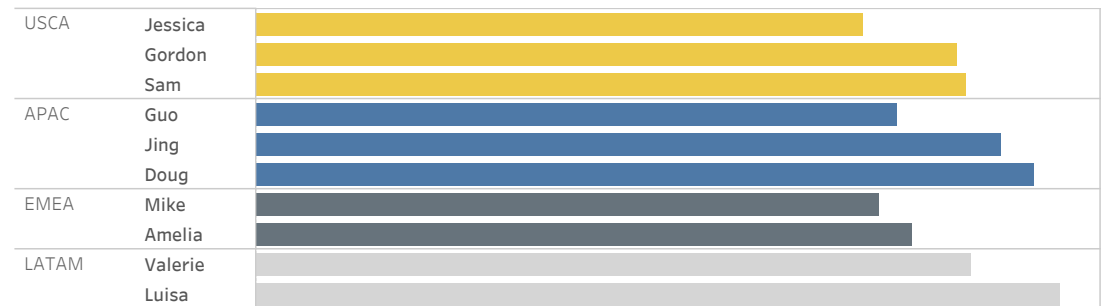### USCA Profitability by Country
Hover on Employee Name to highlight his information

Legend: Unprofitable, Profitable

Country	Employee	Profitable	Unprofitable
Canada	Sam	100%	
United States	Gordon	90%	10%
United States	Allan	76%	24%
United States	Jane	72%	28%
United States	Jessica	76%	24%
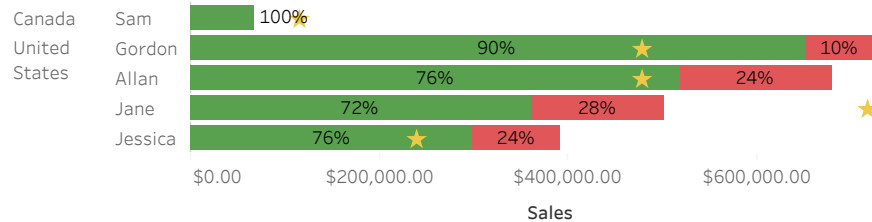
10 Lowest Paid Employees

Market	Employee
USCA	Jessica
USCA	Gordon
USCA	Sam
APAC	Guo
APAC	Jing
APAC	Doug
EMEA	Mike
EMEA	Amelia
LATAM	Valerie
LATAM	Luisa

MBAN Store Analysis - Recommendation for USCA

MBAN Store

choose Market
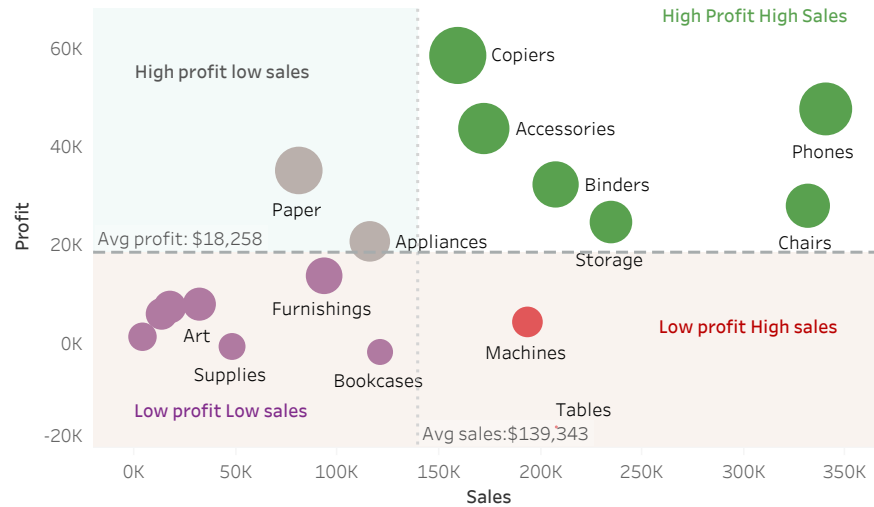- ☐ APAC
- ☐ EMEA
- ☐ LATAM
- ☑ USCA

Choose subcategory
All

Choose matrix group
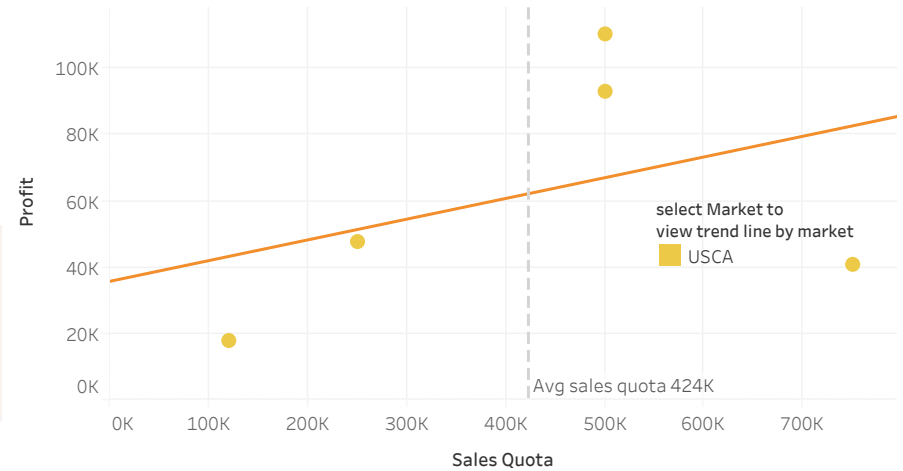- ☑ High Profit High Sales
- ☑ High Profit Low Sales
- ☑ Low profit High Sales
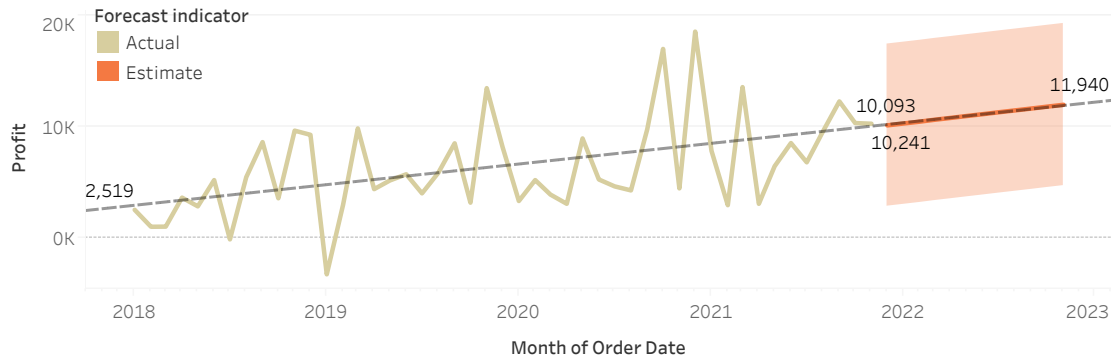- ☑ Low profit Low sales

1.BCG Sales Profit Matrix for USCA

High Profit High Sales

High profit low sales

Copiers
Accessories
Paper
Appliances
Binders
Storage
Phones
Chairs
Art
Supplies
Furnishings
Machines
Bookcases
Tables

Low profit High sales
Low profit Low sales

Avg profit: $18,258
Avg sales:$139,343

Profit (y-axis): -20K, 0K, 20K, 40K, 60K
Sales (x-axis): 0K, 50K, 100K, 150K, 200K, 250K, 300K, 350K

2. Forcasting Profit($) of next one year
hover to trendline to show predict description

Forecast indicator
- Actual
- Estimate

2,519
10,093
10,241
11,940

Profit (y-axis): 0K, 10K, 20K
Month of Order Date (x-axis): 2018, 2019, 2020, 2021, 2022, 2023

3. Trend line of Profit vs Sales Quota
hover to trendline to show line description

select Market to
view trend line by market
■ USCA

Avg sales quota 424K

Profit (y-axis): 0K, 20K, 40K, 60K, 80K, 100K
Sales Quota (x-axis): 0K, 100K, 200K, 300K, 400K, 500K, 600K, 700K

4. Recommendation for USCA

How to increase **USCA** market profit?

Problems:
- USCA Carried to many unprofitable brands
- USCA Employees have a lower than overall MBAN store's base rate and low sales quota

Resolution :
- From products perspective, USCA can remove unprofitable brands or sub- categories
- From employees perspective, It is necessary to increase the sales quota to improve market profit.