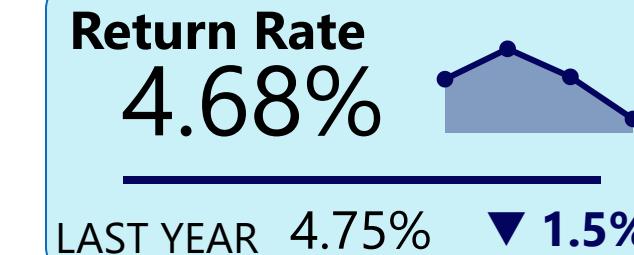
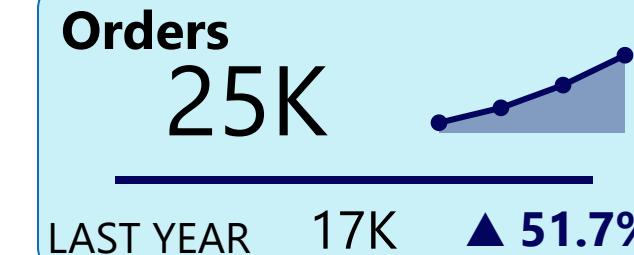


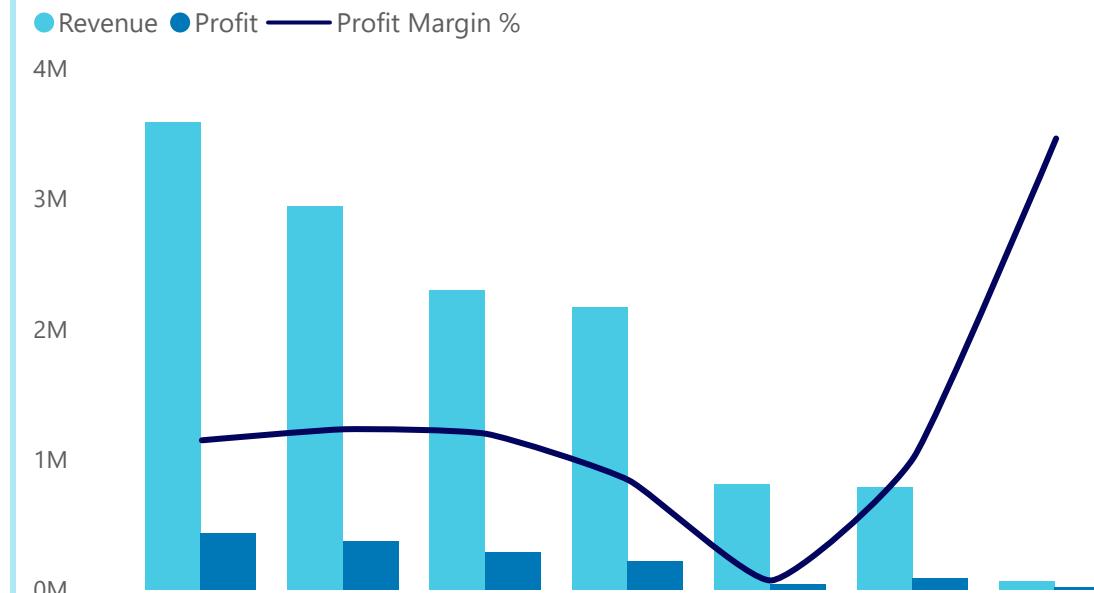
# OVERVIEW PERFORMANCE

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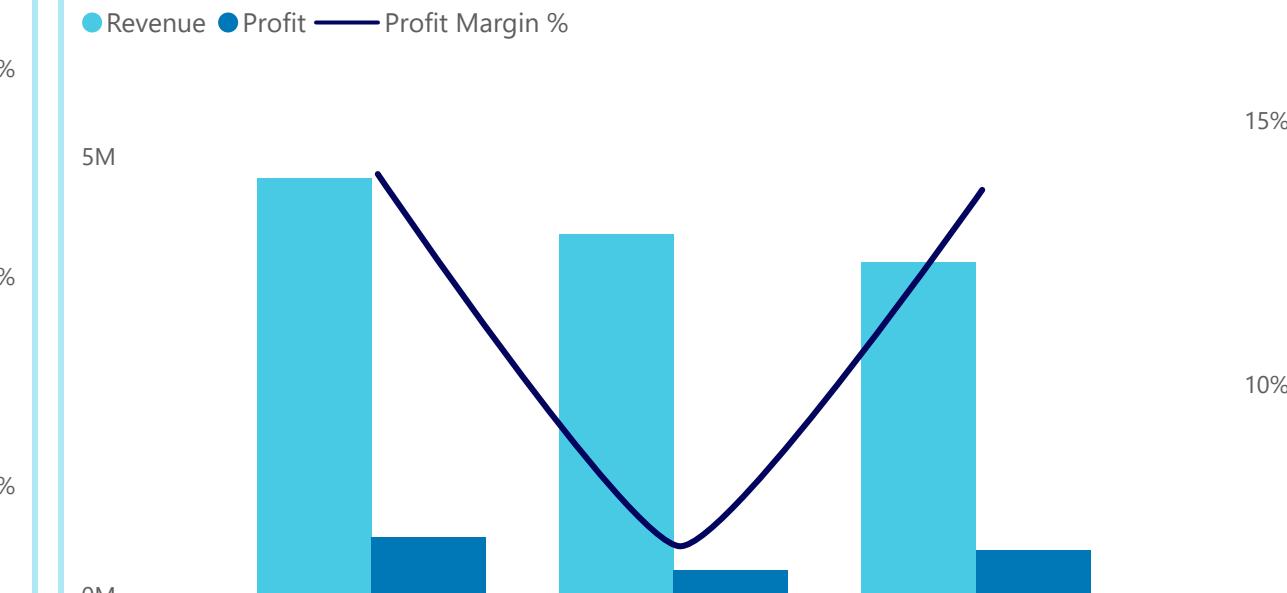
## Business Performance by Year



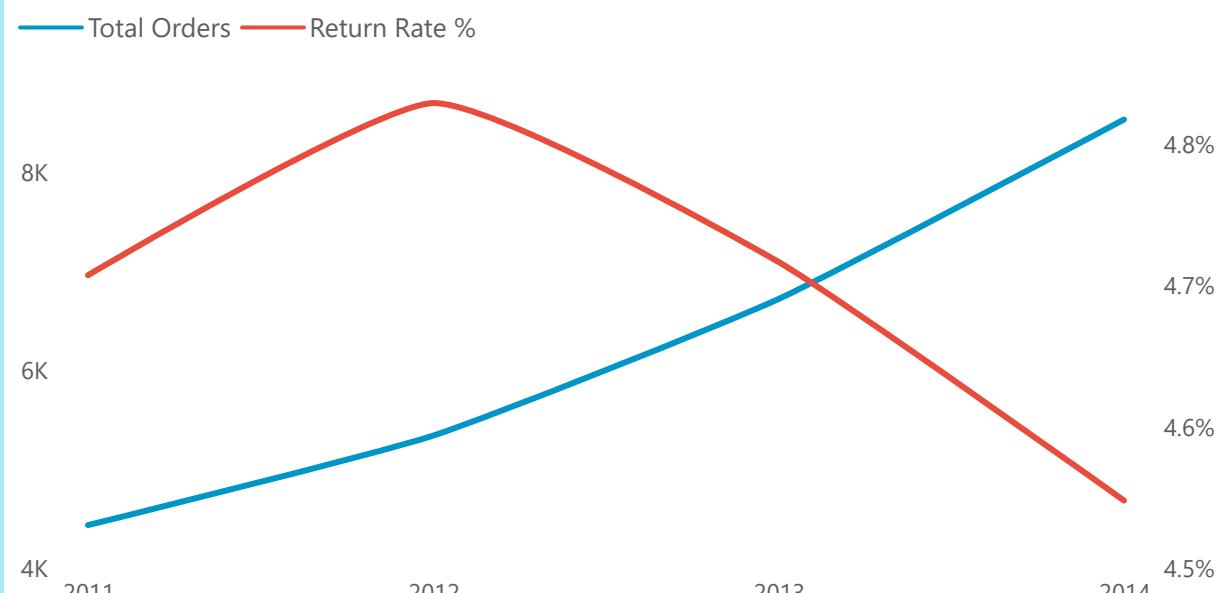
## Business Performance by Market



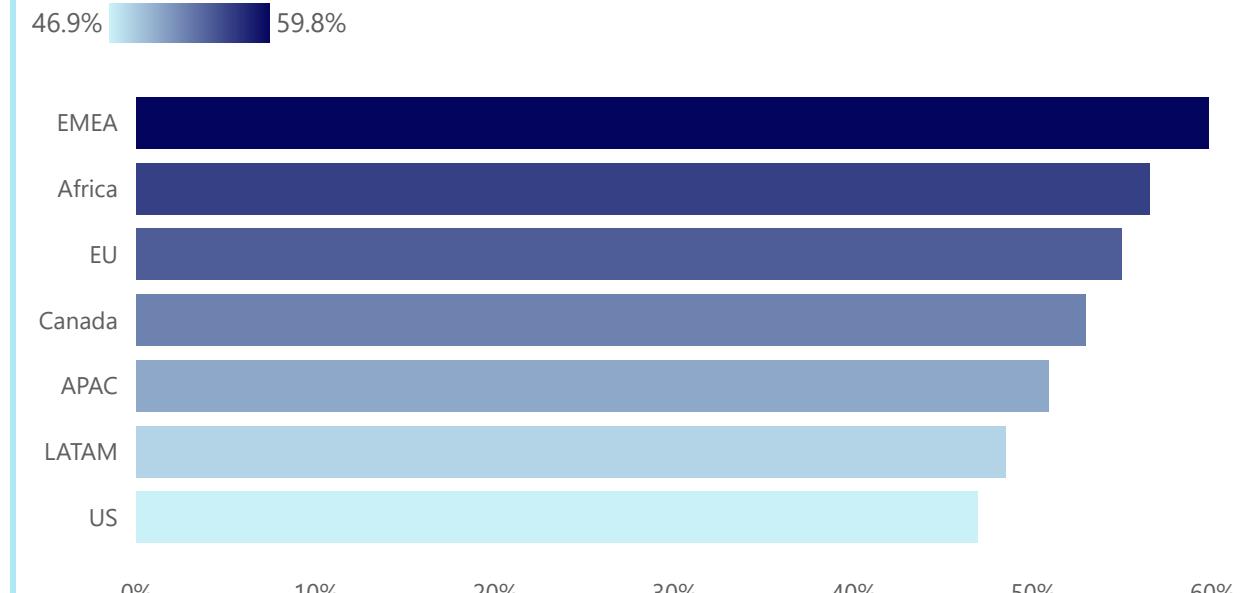
## Business Performance by Category



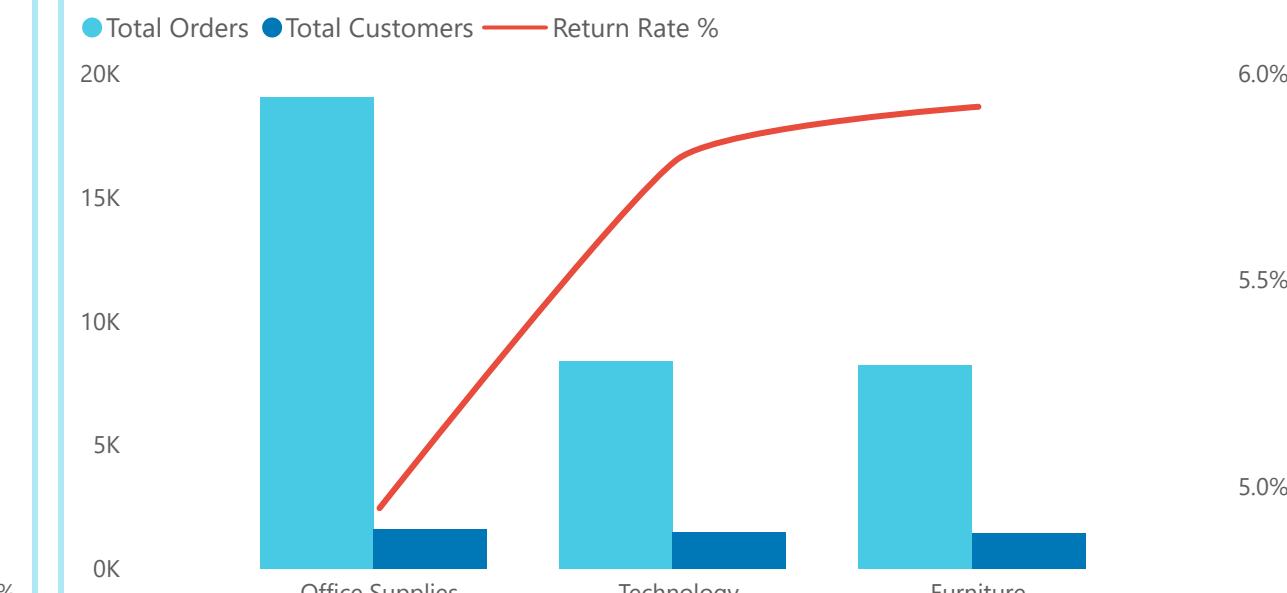
## Orders and Return Rates: Time Trend



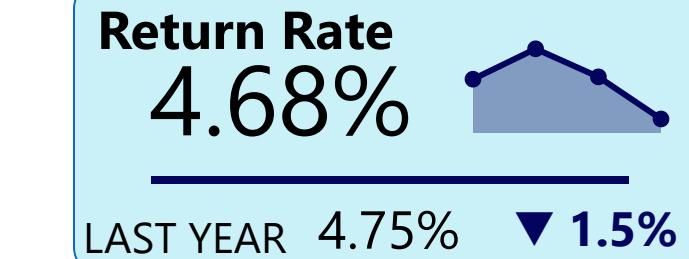
## Revenue Growth by Market (YoY%)



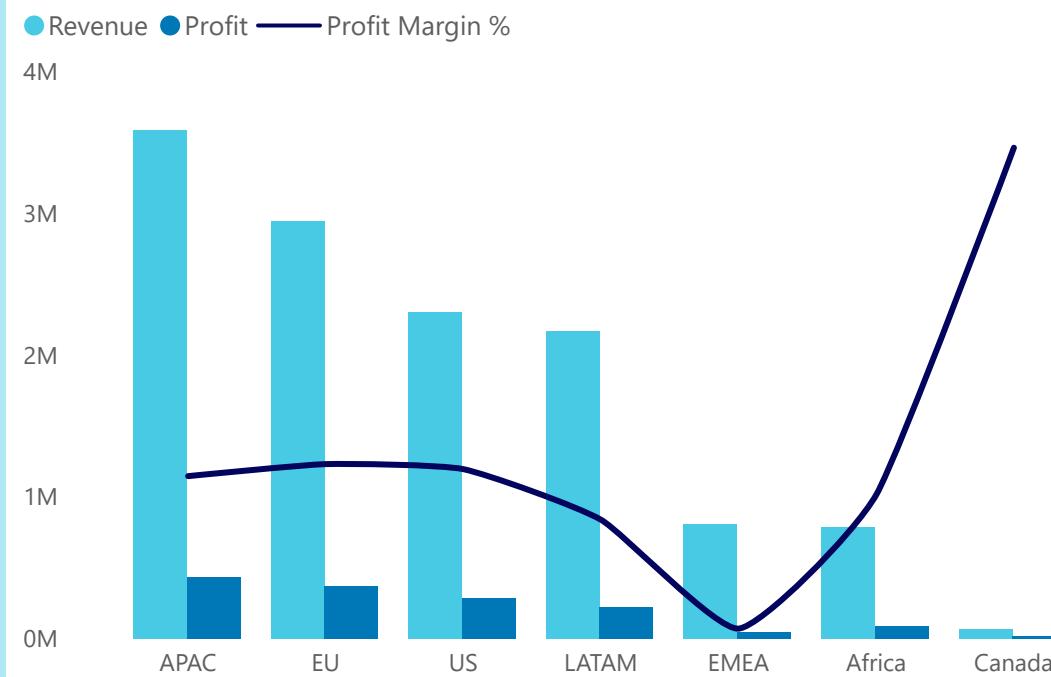
## Product Categories: Demand and Return Behavior



# Market Analysis

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[Africa](#)
[APAC](#)
[Canada](#)
[EMEA](#)
[EU](#)
[LATAM](#)
[US](#)


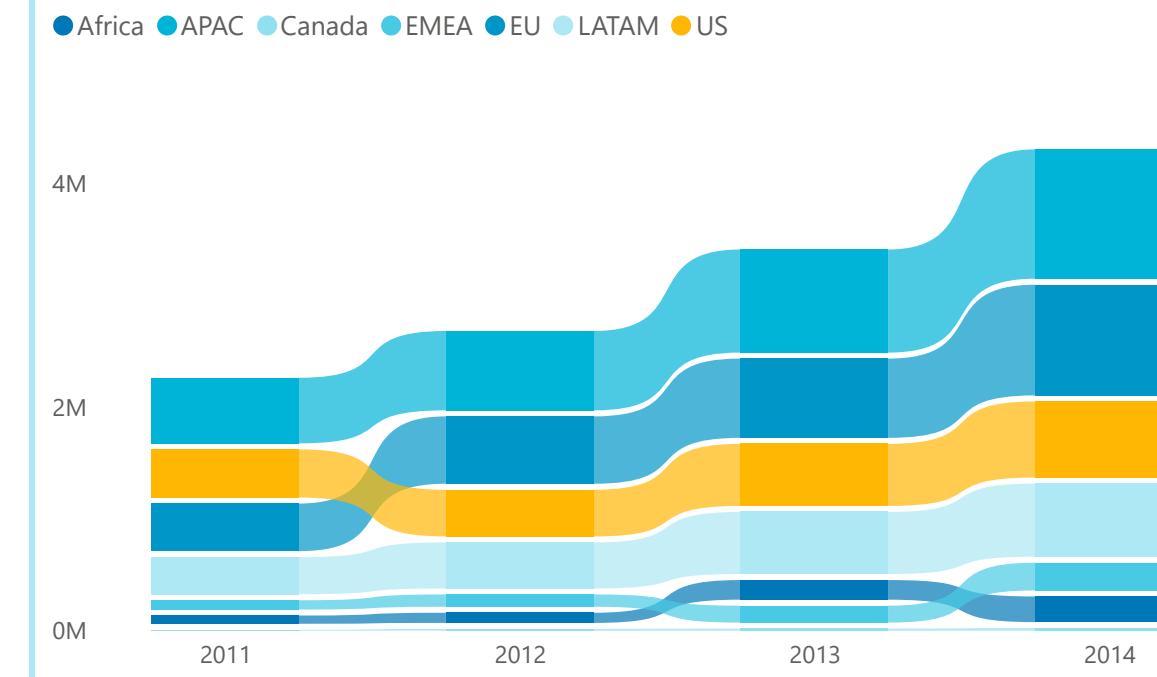
## Market Revenue, Profit & Margin by Market



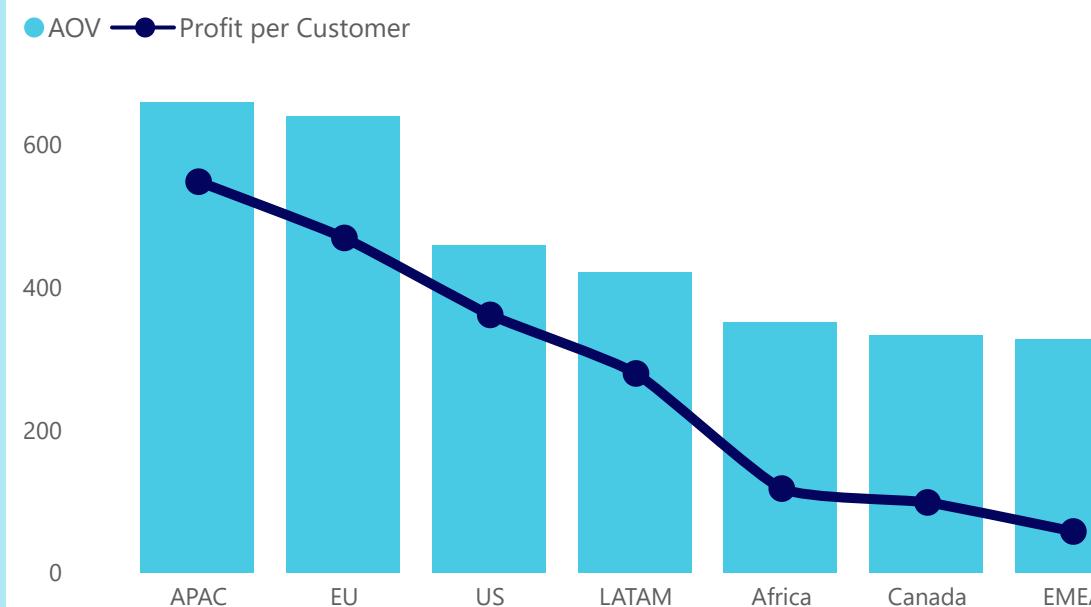
## Market Performance: Growth and Returns



## Market Sales Performance Over Time



## AOV vs Profit per Customer by Market



## Market Performance

Market	Revenue	Profit	Revenue Growth	Profit Margin %	Orders	Return Rate %
APAC	3,585,744.13	436,000.05	12.16%	5437	5.44%	
EU	2,938,089.06	372,829.74	12.69%	4593	6.18%	
US	2,297,200.86	286,397.02	12.47%	5009	5.93%	
LATAM	2,164,605.17	221,643.49	10.24%	5138	5.80%	
EMEA	806,161.31	43,897.97	5.45%	2462		
Africa	783,773.21	88,871.63	11.34%	2232		
Canada	66,928.17	17,817.39	26.62%	201		

# PRODUCT ANALYSIS

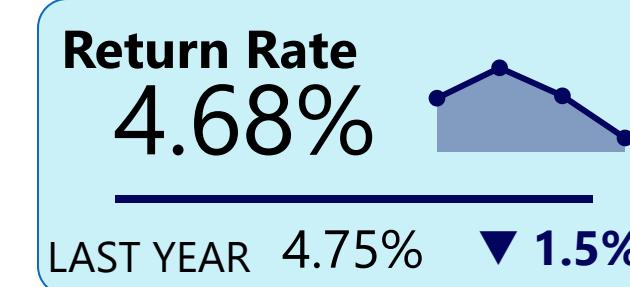
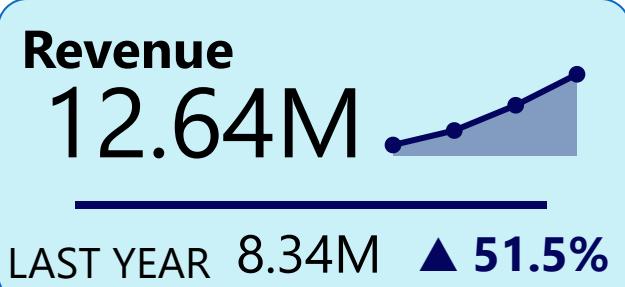
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Year

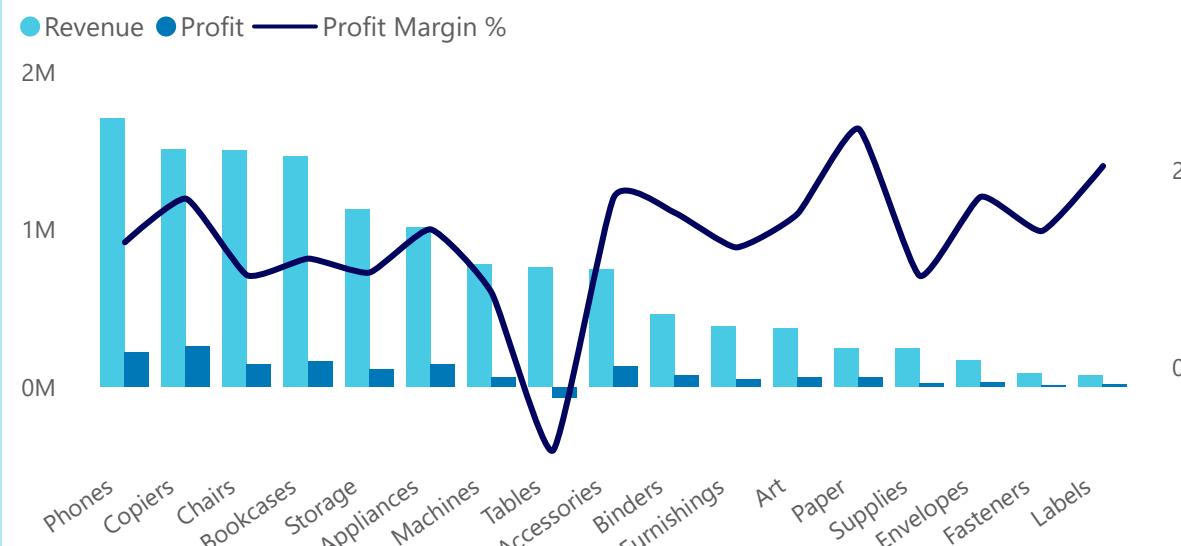
All

Category

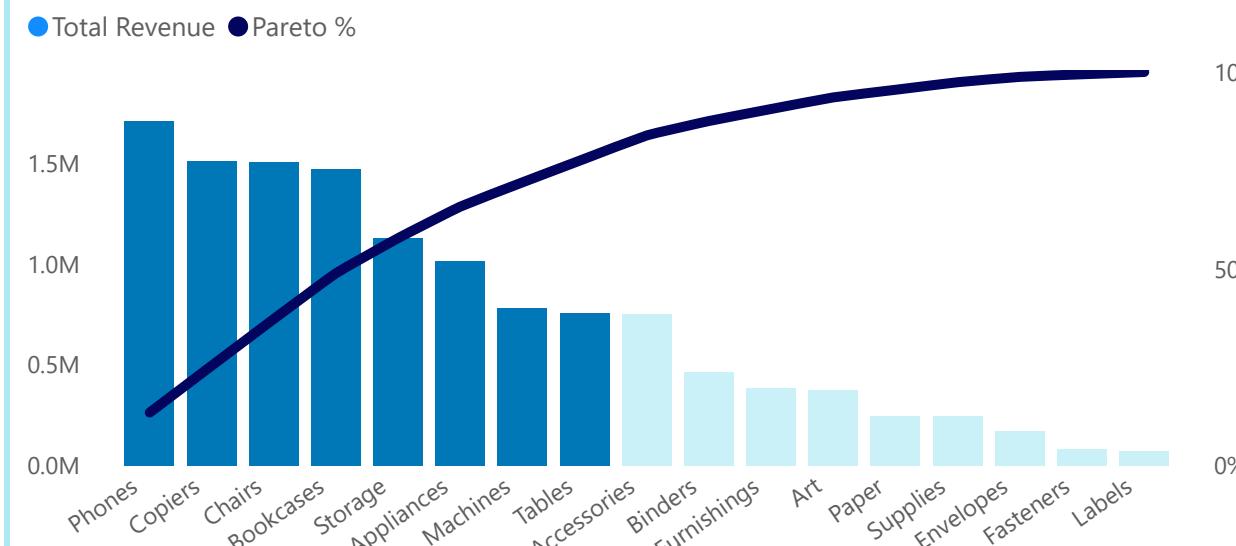
Sub-Category



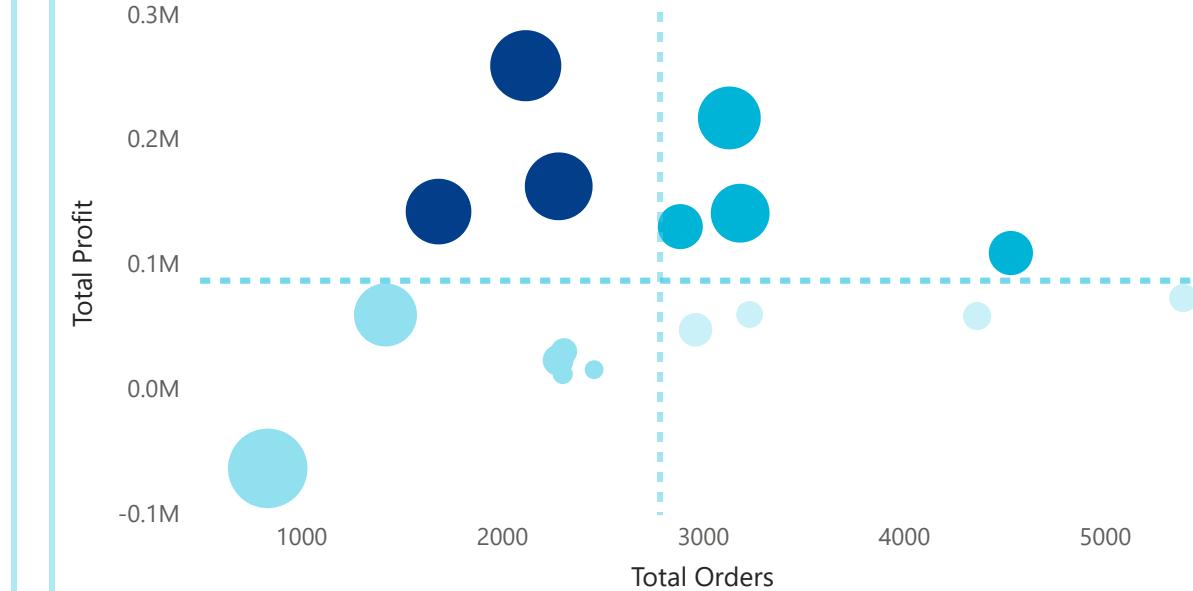
## Market Revenue, Profit & Margin by Category/ Subcategory



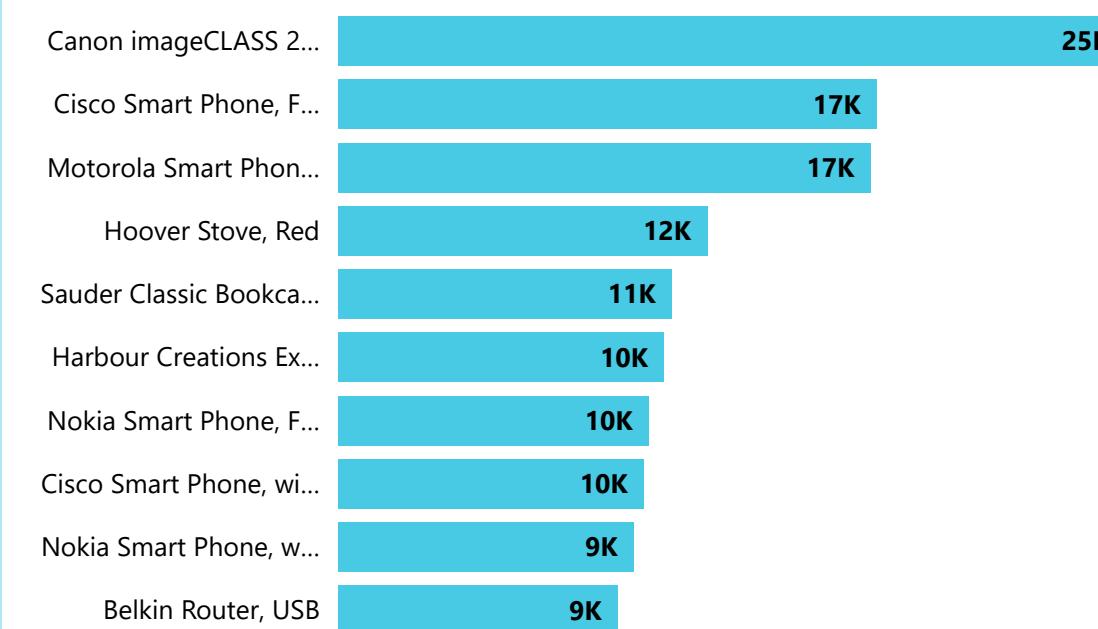
## Pareto 80/20: Revenue by Sub-Category



## Order, Profit, and Revenue by Category/ Subcategory



## Top 10 Profitable Products



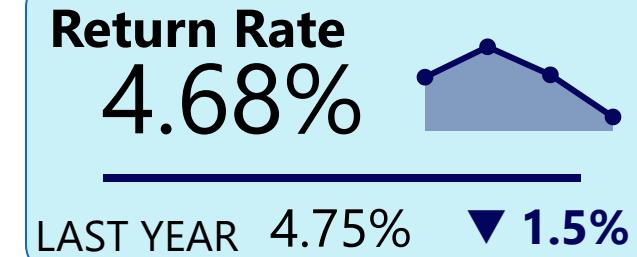
Sub-Category	Africa	APAC	Canada	EMEA	EU	LATAM	US
Accessories	42,172.09	186,235.23	4,473.21	44,164.14	163,073.46	141,738.56	167,380.32
Appliances	62,186.38	307,620.73	7,940.43	68,270.18	275,439.18	182,075.25	107,532.16
Art	38,435.79	63,008.08	4,119.54	38,136.98	160,088.18	41,184.60	27,118.79
Binders	22,312.94	63,527.04	3,089.34	26,667.22	99,762.69	43,139.54	203,412.73
Bookcases	83,457.41	504,823.08	5,734.02	91,736.92	363,525.70	302,415.12	114,880.00
Chairs	56,038.37	512,974.20	3,203.37	69,816.54	228,980.97	302,219.21	328,449.10
Copiers	96,257.68	494,593.68	7,465.53	80,140.42	365,128.61	316,322.32	149,528.03
Envelopes	9,687.98	52,112.30	567.18	10,579.53	40,124.06	41,356.85	16,476.40
Fasteners	5,815.20	28,097.19	479.46	6,351.15	20,330.36	19,144.68	3,024.28
Furnishings	20,622.26	101,037.98	808.53	27,733.36	81,215.01	62,455.96	91,705.16
Labels	4,880.21	22,323.05	421.74	4,093.38	15,644.66	13,554.67	12,486.31

Revenue  
Profit  
Return Rate %

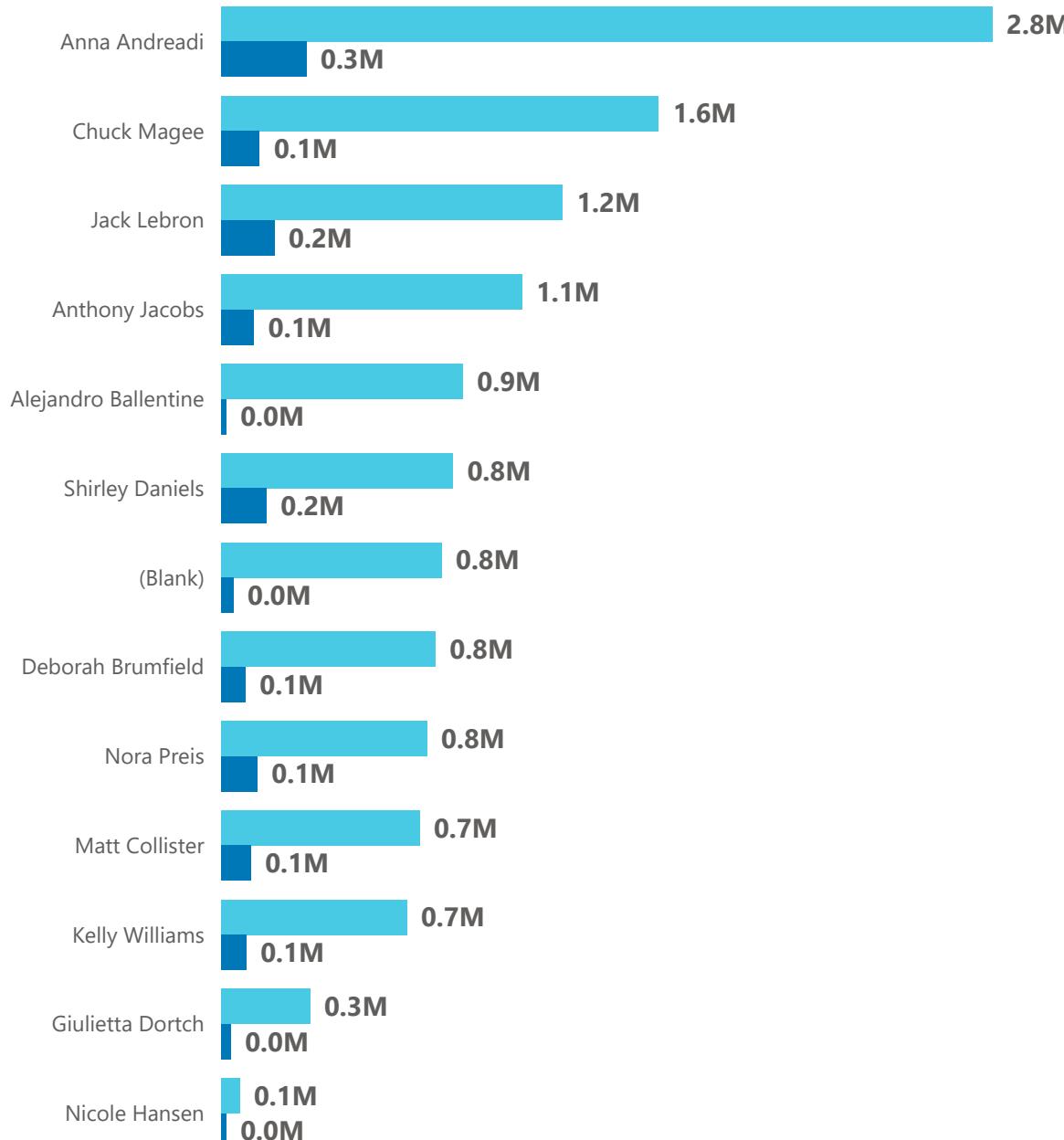
Market All ▾

Year All ▾

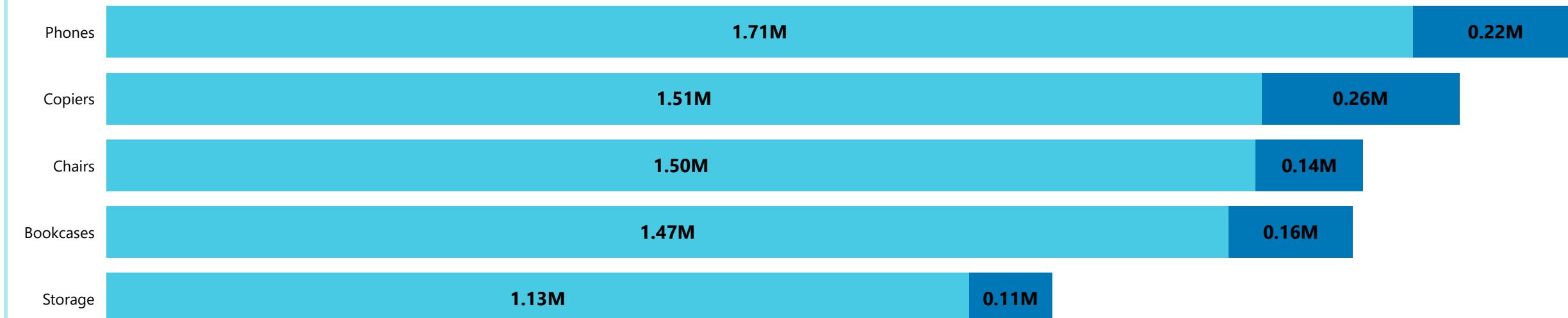
Sales Agent All ▾

**Revenue & Profit by Agent**

(● Total Revenue ● Total Profit)

**Top Category/ Sub-category sold by Sales Agent**

(● Total Revenue ● Total Profit)



Person	Revenue	Revenue Growth	Profit	Profit Margin %	Orders	Return Rate %
Anna Andreadi	2,822,302.52	49.9%	311,403.98	11.03%	5249	4.80%
Jack Lebron	1,248,165.60	52.4%	194,597.95	15.59%	2356	10.02%
Shirley Daniels	848,309.78	45.3%	165,578.42	19.52%	1150	13.83%
Chuck Magee	1,600,907.04	51.6%	140,355.77	8.77%	3270	4.10%
Nora Preis	752,826.57	52.5%	132,480.19	17.60%	1026	2.34%
Anthony Jacobs	1,100,184.61	49.1%	120,089.11	10.92%	1744	3.33%
Matt Collister	725,457.82	52.8%	108,418.45	14.94%	1611	11.73%
Kelly Williams	678,781.24	45.8%	91,522.78	13.48%	1401	3.21%
Deborah Brumfield	783,773.21	56.5%	88,871.63	11.34%	2232	

## 📌 Market Optimization

### 🌐 Market Overview

- The company has established presence in all major global markets.
- Rather than entering new markets, it is recommended to expand within existing ones.
- Canada** is recommended: despite strong YoY growth and healthy profit margin, its customer base is still limited, leading to relatively low revenue.
  - 👉 Develop a strategy to broaden customer reach in Canada.

### 👤 Sales Agent

- Nicole Hansen** manages the Canadian market.
- Revenue, profit margin, and YoY growth are all performing well.
- 👉 Continue her oversight of this market.

### 🛒 Product Strategy

- Phones, Copiers, Chairs, and Bookcases** are the company's best-selling products overall.
- 👉 Position **Copiers** and **Phones** as strategic products moving forward.

## 📌 Current Market Optimization

- APAC Market:** Best performer overall. Continue heavy investment, focusing on **Technology** and **Furniture** (each >1.3M revenue). Improve return rate (6–7%) to enhance margins.
- EU Market:** ~3M revenue, 10–13% margin, ~55% YoY growth. Expand **Technology** and **Office Supplies** while keeping product quality stable (return rate ~6%).
- US Market:** Profitability is strong but revenue scale lags. Expand product offerings or increase marketing to drive top-line growth.
- LATAM Market:** Strong growth but low margins. Invest cautiously, with focus on **cost control** and **raising AOV**.
- Africa & EMEA:** Underperforming with high customer counts but negative profit. Investigate root causes and consider corrective measures or market exit.