

Sales and Profitability of SouthEast Asia (SEA) from 2017 to 2020

Profitability of SEA was impacted by its lowest profit margin

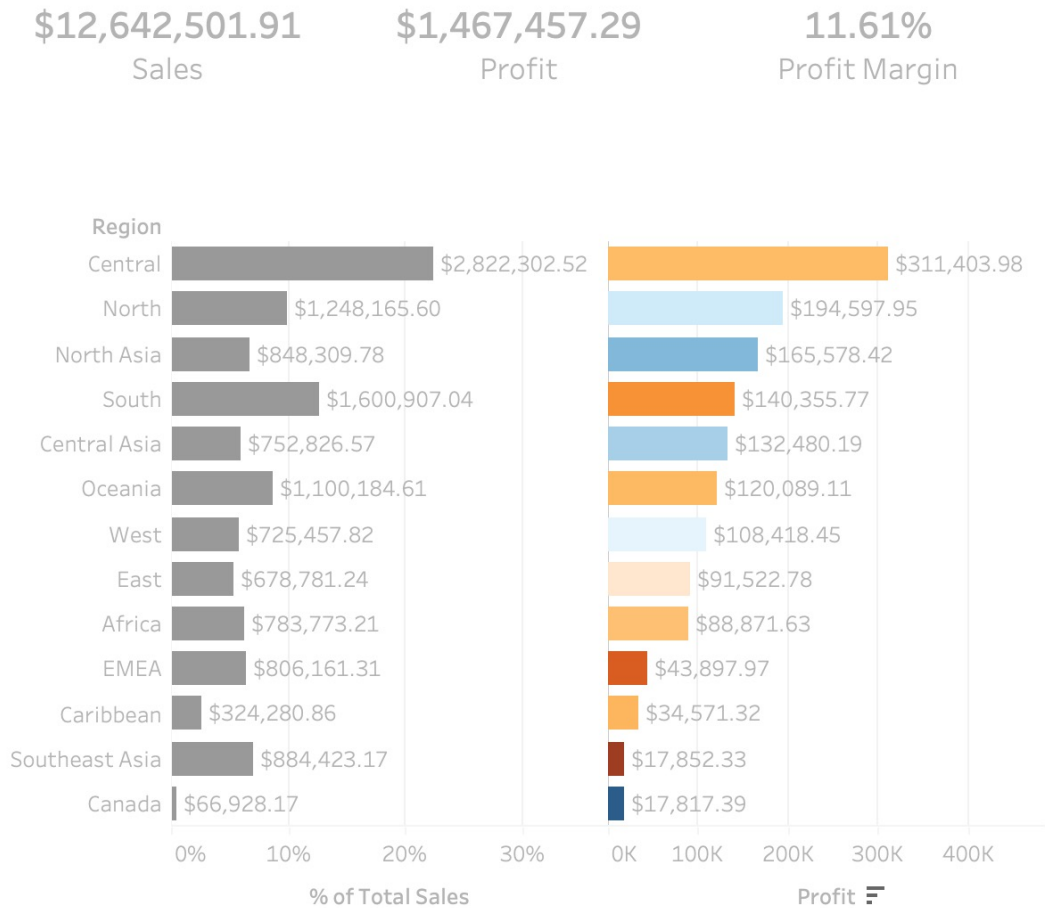
Subcategories losses contributed to negative profit margin

High discount had significant impact on negative profit margin

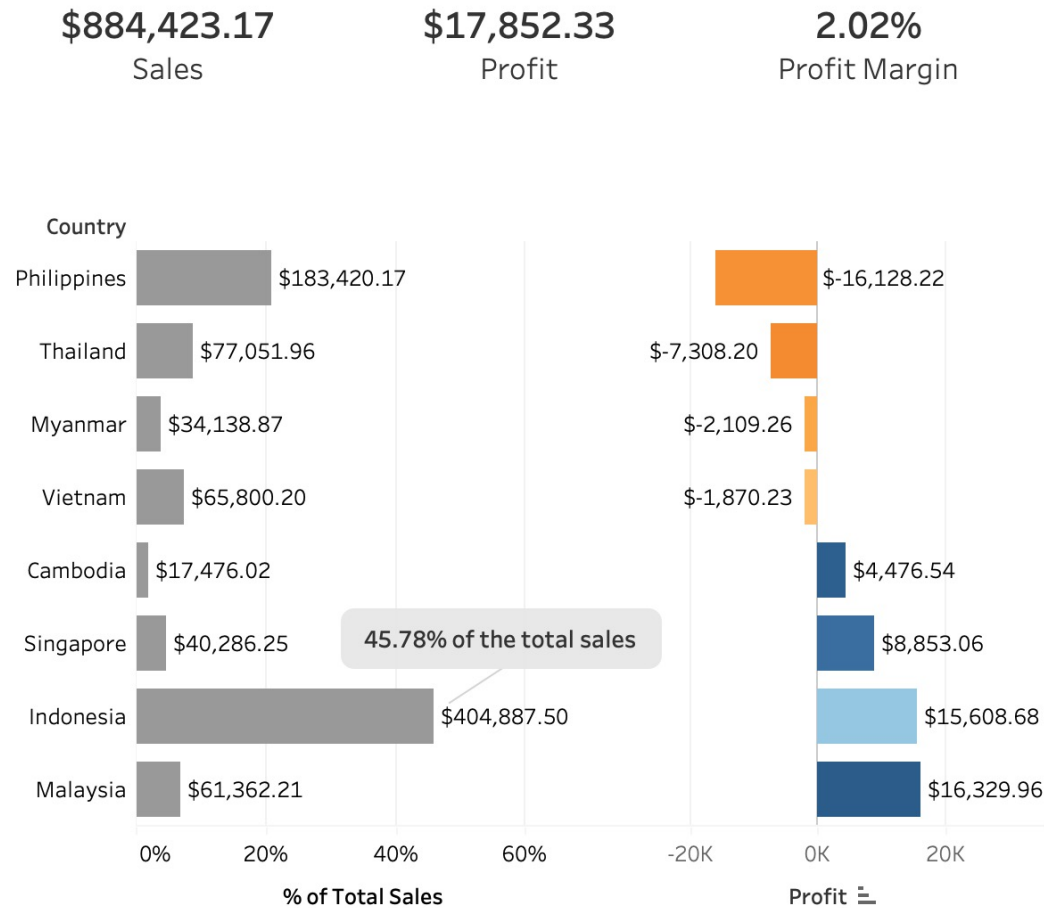
Low or negative past and forecast profit margin despite sales growth

Customer were grouped to perform relevant marketing strategies

Global Sales, Profit And Profit Margin



SouthEast Asia (SEA) Sales, Profit And Profit Margin



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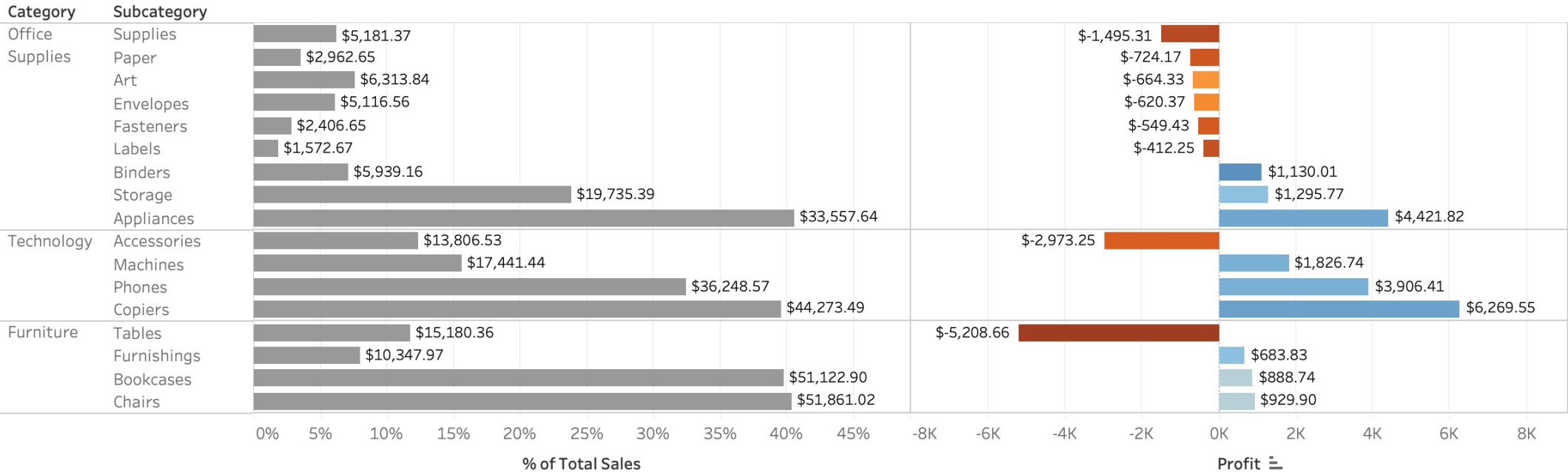
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Sales, Profit And Profit Margin Of Each Subcategory



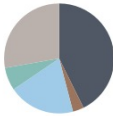
Total Losses Made By Countries For Subcategories That Generated Loss

Tables



47.14%
-\$18618.31

Accessories



21.88%
-\$8641.53

Supplies



10.64%
-\$4202.55

Paper



5.19%
-\$2048.85

Envelopes



4.96%
-\$1960.41

Fasteners



4.33%
-\$1710.65

Art



3.42%
-\$1350.71

Labels



2.44%
-\$964.86



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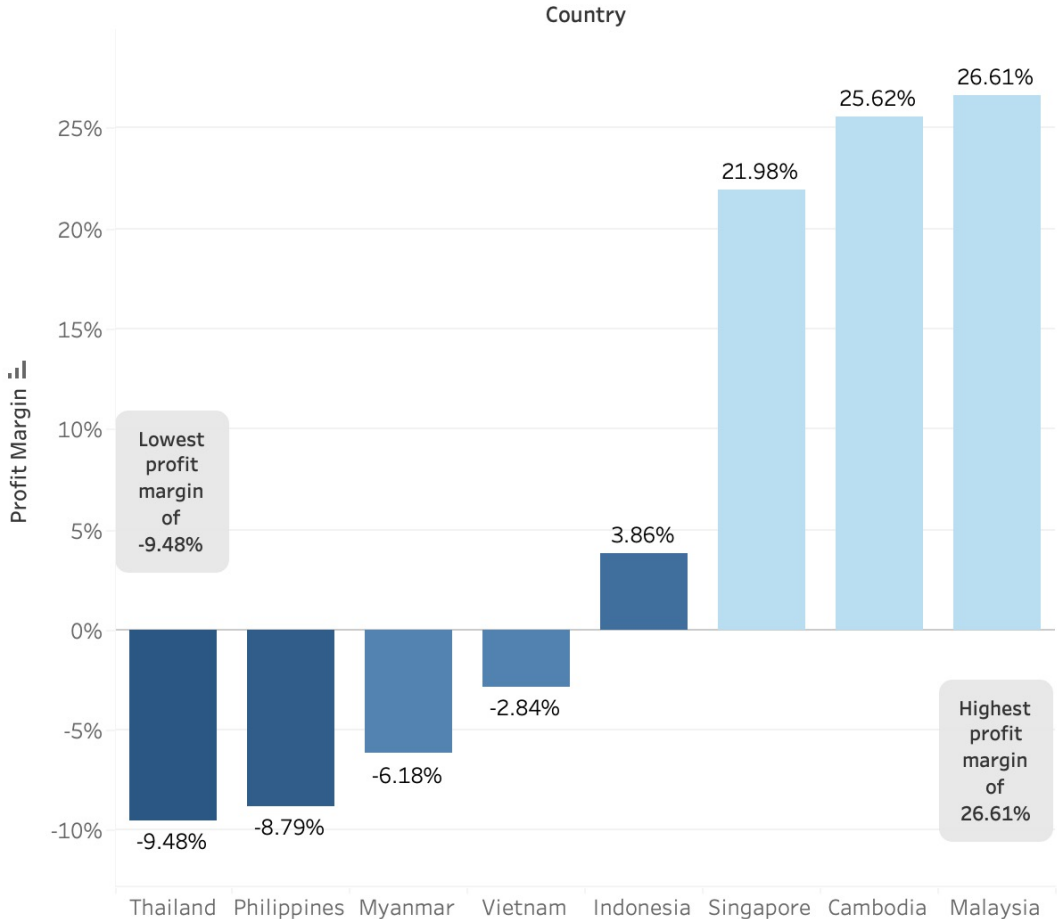
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Choose a metric
Average Discount

Country
All

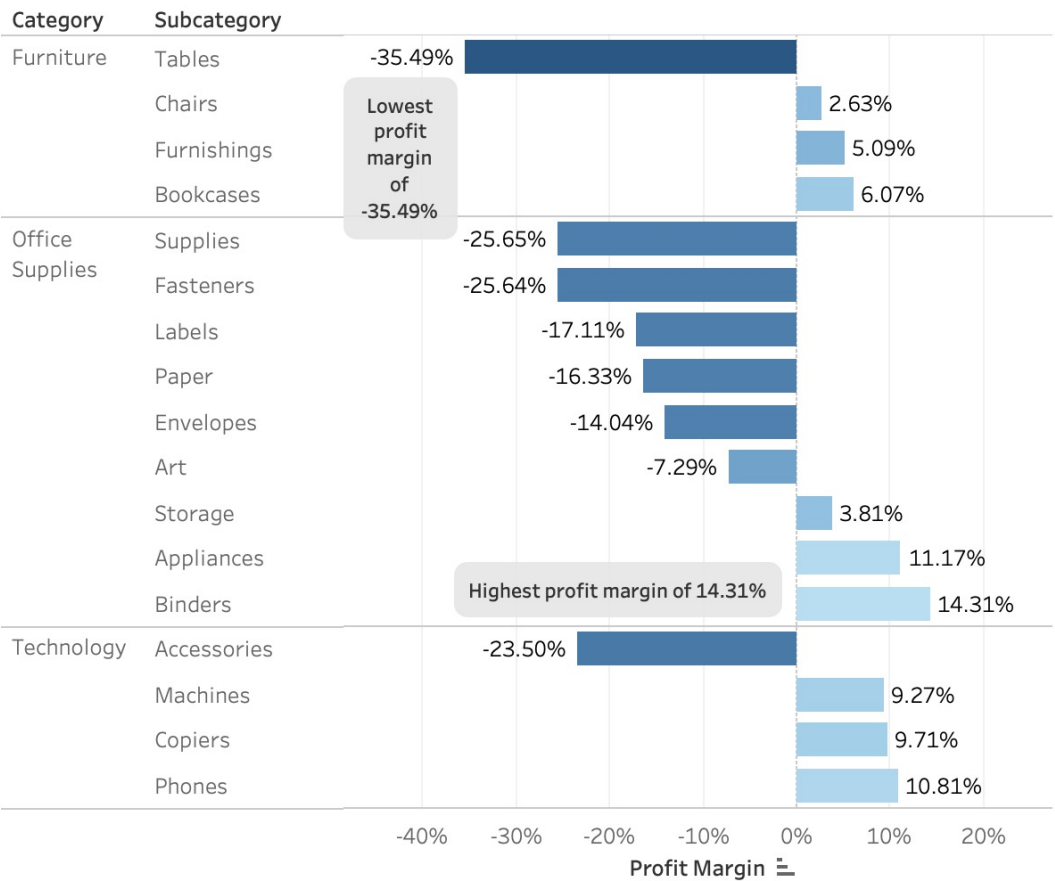
Relationship Between Profit Margin Of Each Country And Chosen Metric



Chosen metric

0.00% 36.25%

Relationship Between Profit Margin Of Each Subcategory And Chosen Metric



Chosen metric

14.45% 48.00%

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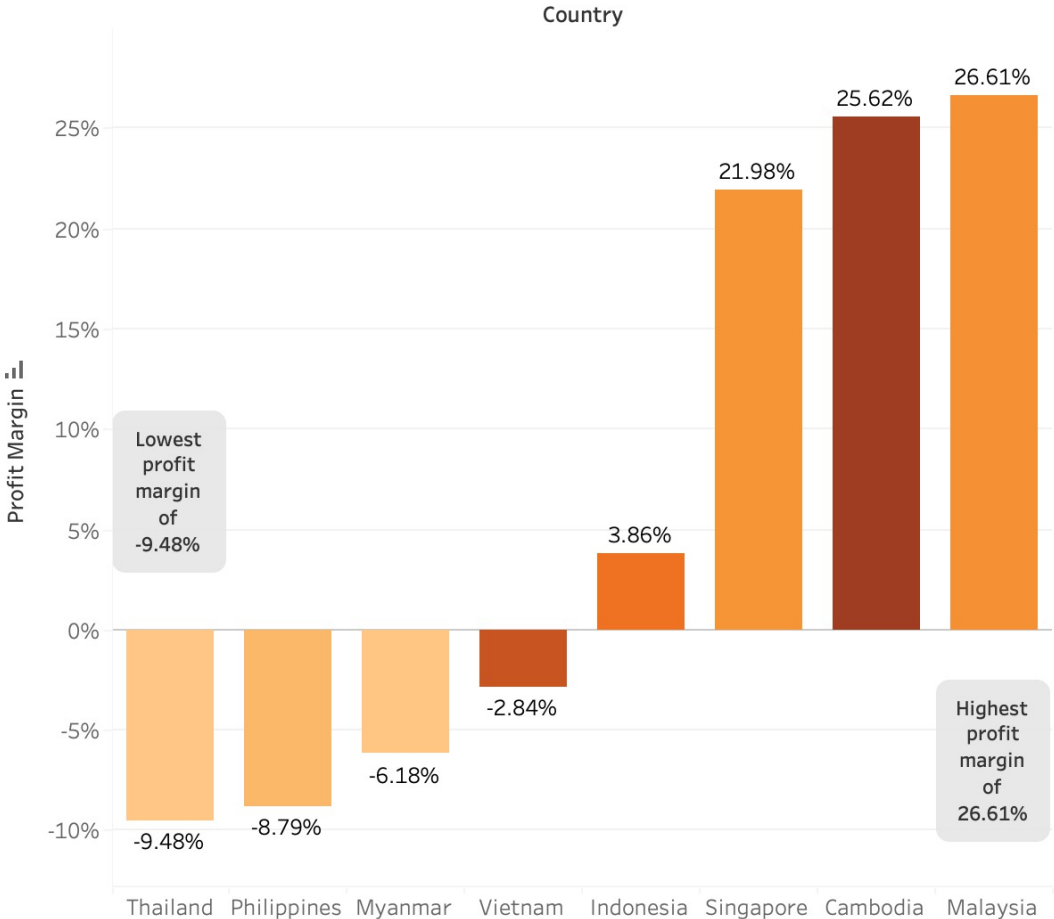
Choose a metric

Average Shipping Cost Over Sales

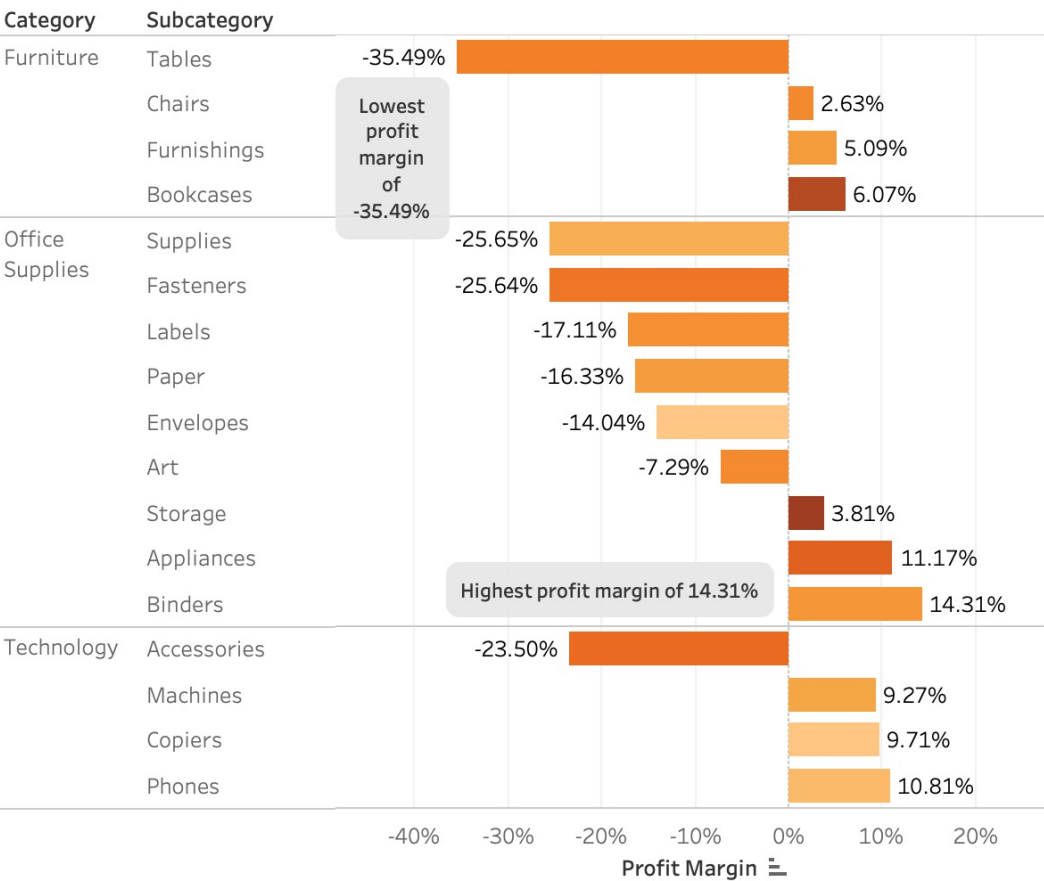
Country

All

Relationship Between Profit Margin Of Each Country And Chosen Metric



Relationship Between Profit Margin Of Each Subcategory And Chosen Metric



Chosen metric

9.74%

11.92%

Chosen metric

9.93%

11.48%

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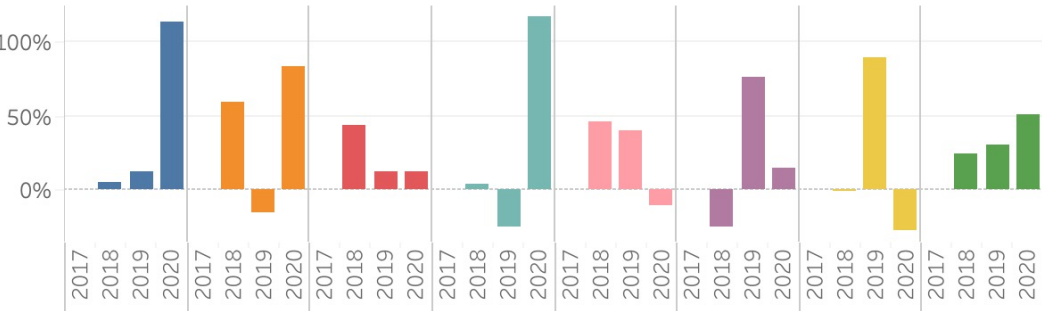
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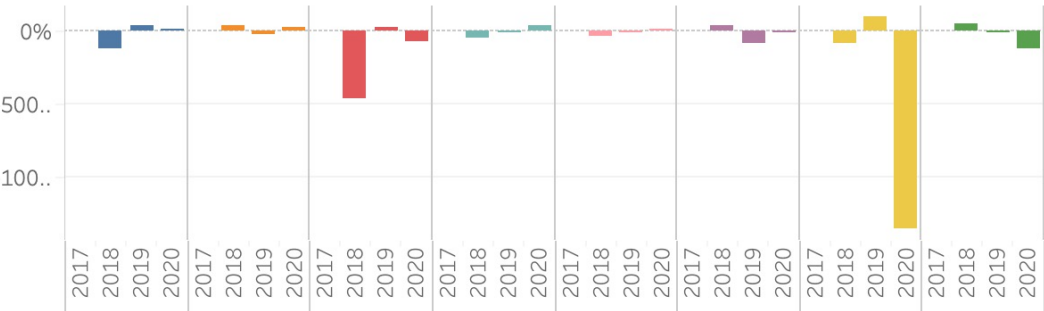
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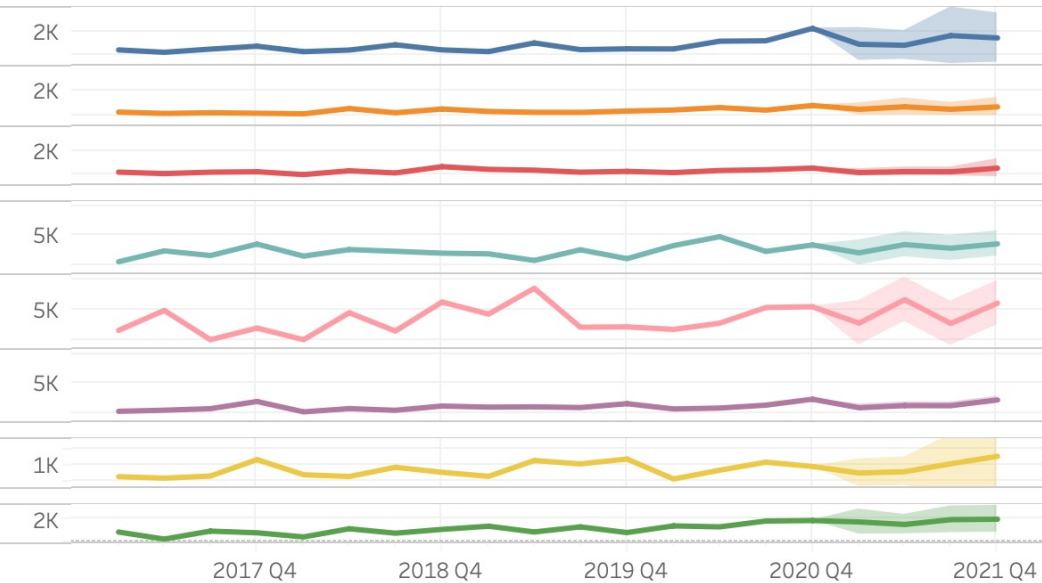
Year Over Year Sales Growth



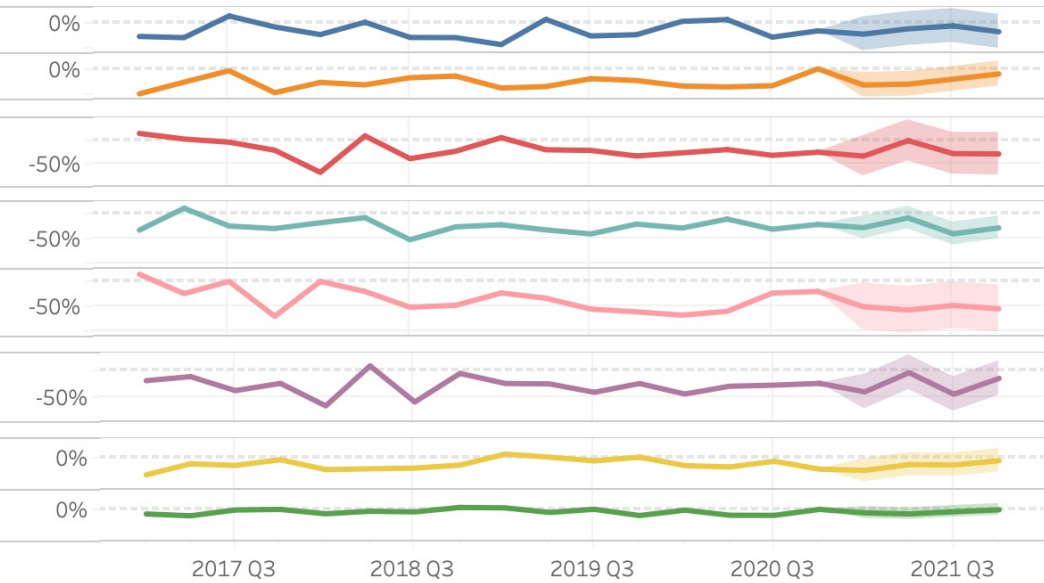
Year Over Year Profit Margin Growth



Sales Forecast



Profit Margin Forecast



Subcategory Envelopes

Fasteners

Labels

Accessories

Tables

Supplies

Paper

Art

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RFM Score and Customer Segment

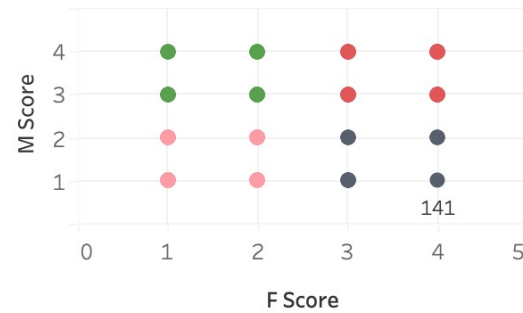
R: Recency (Days)

F: Frequency

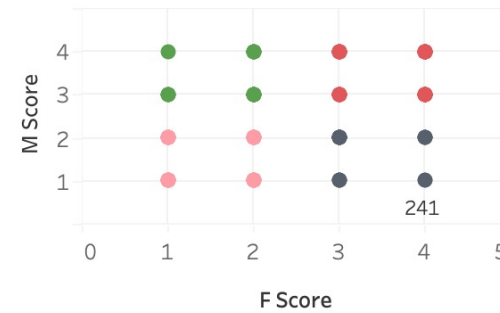
M: Monetary

RFM Score : Recency, Frequency, Monetary Score

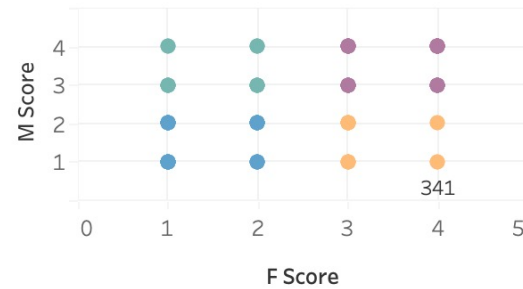
R Score = 1



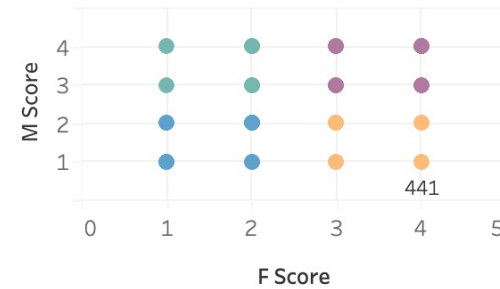
R Score = 2



R Score = 3



R Score = 4



Customer Segment

At-risk good customers

Good customers

Low opportunity customers

Non-recent and loyal low spenders

Recent and disloyal low spenders

Recent and loyal low spenders

Recent high spenders

Splurgers

Recency, Frequency And Monetary Of Each Customer

