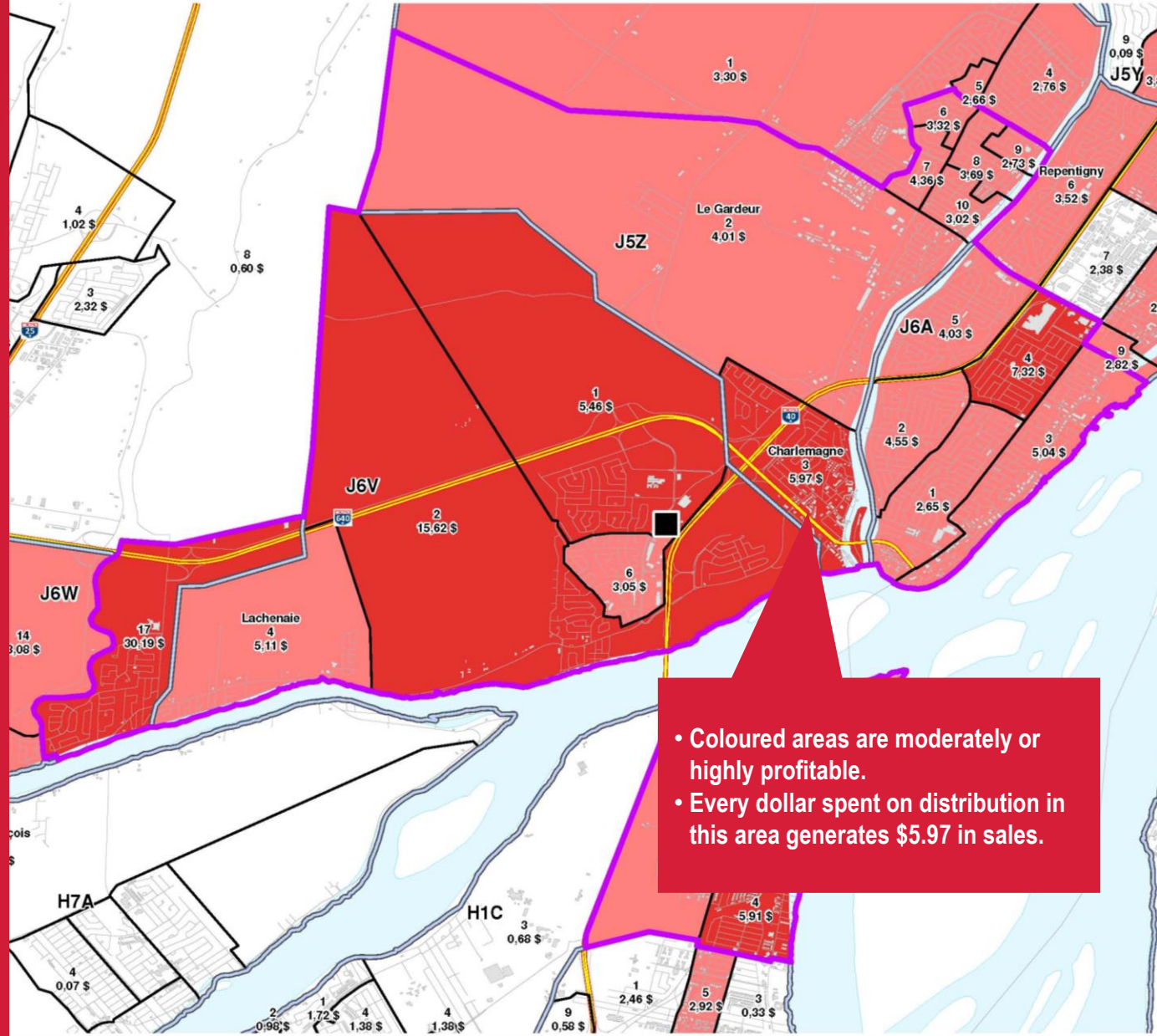


# PROFITABILITY ANALYSIS

OF YOUR DISTRIBUTION



- Coloured areas are moderately or highly profitable.
- Every dollar spent on distribution in this area generates \$5.97 in sales.

Evaluate the return on your advertising investment, using the ratio of distribution costs and the sales they generated.

# PROFITABILITY ANALYSIS

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THIS TYPE OF ANALYSIS USES ACTUAL DATA: POSTAL CODE AND CONSUMER TRANSACTION AMOUNTS.

Establishes how much it costs to generate **\$1 in sales** for each channel of distribution.

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Ensures accurate categorization of each sector based on the **biggest ROIs** and optimal distribution in **high-performance** areas to increase efficiency.

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Helps determine primary and secondary **trading areas** based on cost-benefit analyses.