Astrato

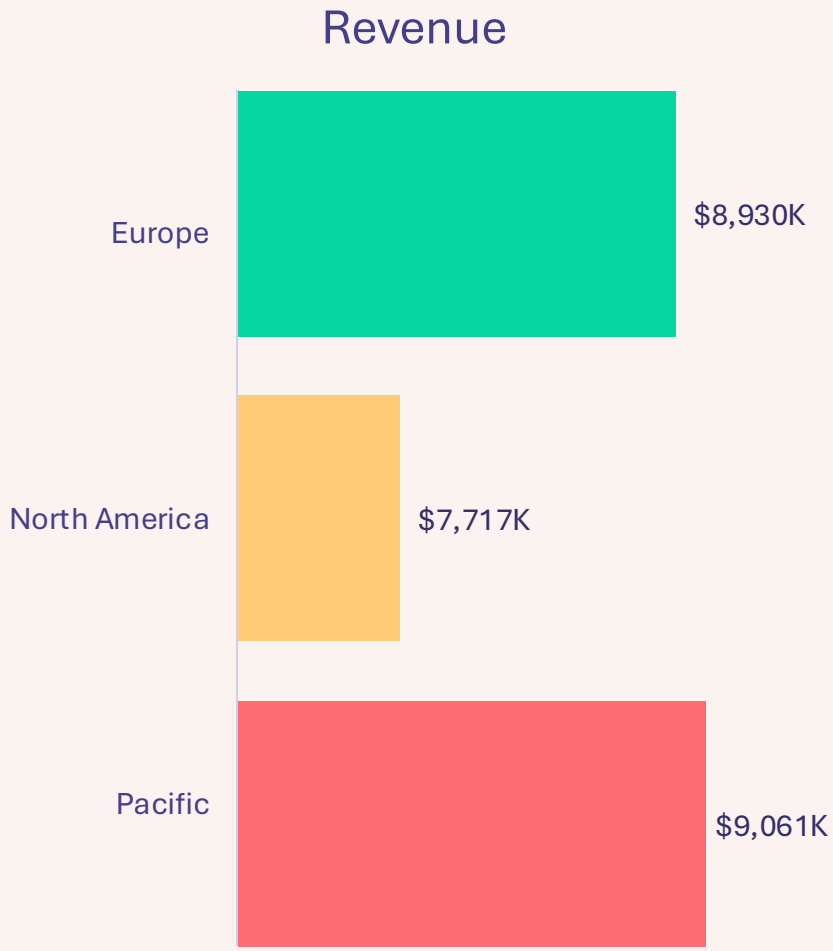
Regional Sales Report

Pacific, North America and Europe

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Executive summary

This report highlights significant regional variations in customer lifetime value (CLV), presenting actionable insights for strategic growth. In the Pacific, management roles exhibit the highest CLV, signaling a premium market ripe for tailored offerings. Conversely, clerical roles offer opportunities for high-volume sales. North America reveals a robust CLV in management and professional roles in the U.S., while clerical segments in Canada lead in potential partnerships. Europe's professional sector stands out, especially in France and Germany, yet the UK's skilled manual roles indicate a recruitment opportunity. Targeted marketing strategies can leverage these insights across regions to optimize engagement and drive revenue.



Astrato

Europe

Canada and United States

Europe



Revenue

$8,930,042



Gross Profit

33.0%



Customers

5,503



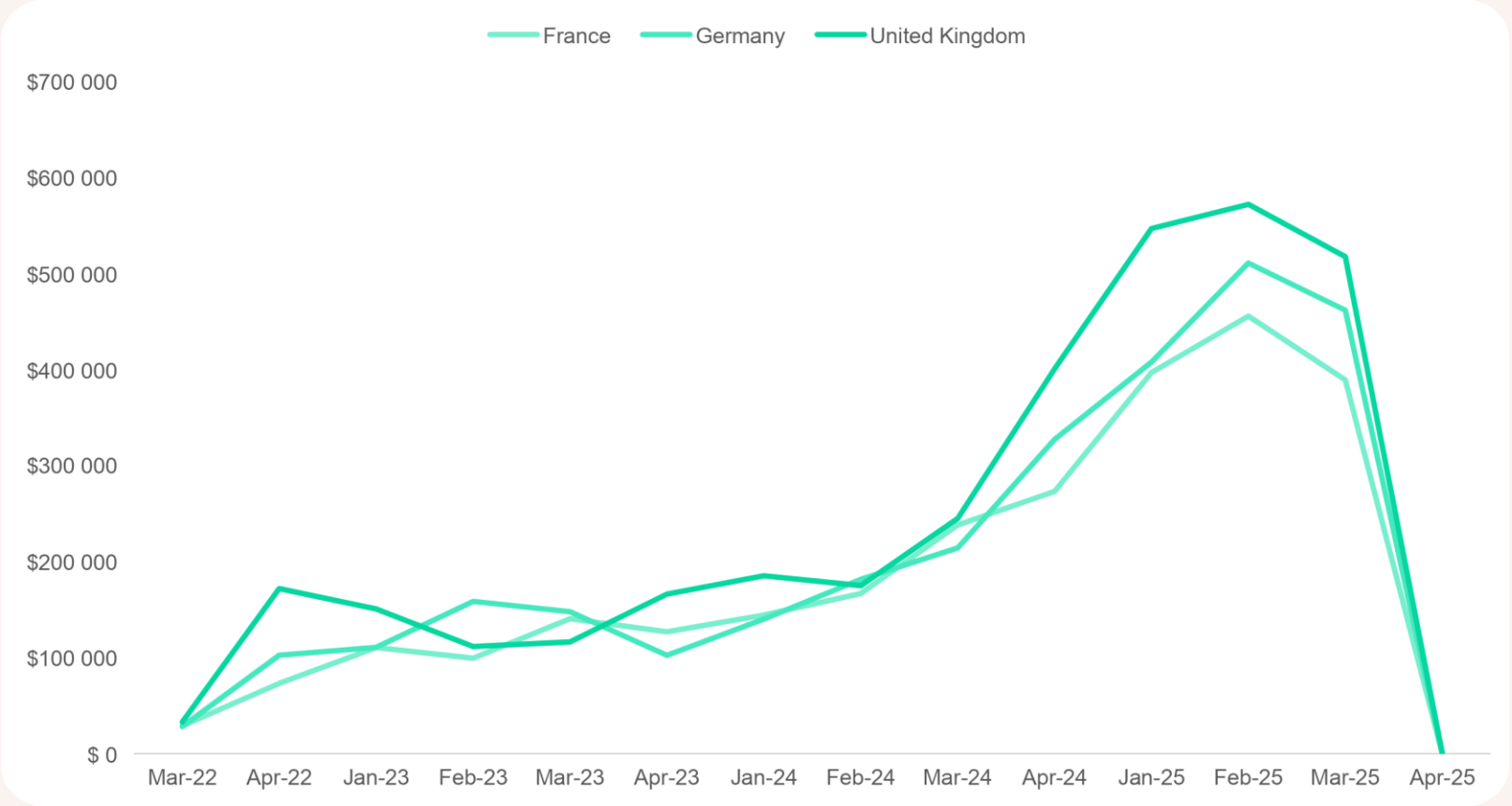
Product Utilization

158/397

In Europe, the Professional sector leads in customer value, with key insights from France and Germany.

Europe

Revenue Trend



Europe



Customer LTV

	France	Germany	United Kingdom
Clerical	$1,701.0	$1,867.8	$1,858.0
Management	$1,606.4	$1,818.8	$1,994.3
Manual	$961.7	$1,015.9	$1,204.8
Professional	$2,250.9	$2,403.3	$2,402.0
Skilled Manual	$1,906.6	$1,937.2	$2,091.3

Customer LTV (Lifetime Value), *often abbreviated as* ***CLV,*** *is a metric that estimates* ***how much total revenue a business can expect from a single customer over the entire duration of their relationship****.*

- In Europe, the Professional sector holds the highest customer lifetime value overall, with France at 2250.91 and Germany at 2403.35.
- Notably, Skilled Manual roles in the UK top the chart within national segments, highlighting a potential training or recruitment focus.
- Surprisingly, France has the lowest Manual segment value at 961.70, suggesting an opportunity for improvement in this area compared to its peers.
- The consistent value across clerical roles indicates a stable demand across Europe.

Europe

Breakdown by **Clerical**



Revenue

$3,100,632



Gross Profit

32.7%



Customers

1,713



Product Utilization

158/397

Europe

Breakdown by **Management**



Revenue

$738,237



Gross Profit

33.6%



Customers

400



Product Utilization

121/397

Europe

Breakdown by **Manual**



Revenue

$2,175,238



Gross Profit

33.1%



Customers

2,070



Product Utilization

151/397

Europe

Breakdown by **Professional**



Revenue

$1,811,972



Gross Profit

33.4%



Customers

769



Product Utilization

151/397

Europe

Breakdown by **Skilled Manual**



Revenue

$1,103,964



Gross Profit

32.8%



Customers

551



Product Utilization

144/397



North America

Australia

North America



Revenue

$7,717,768



Gross Profit

33.6%



Customers

6,049



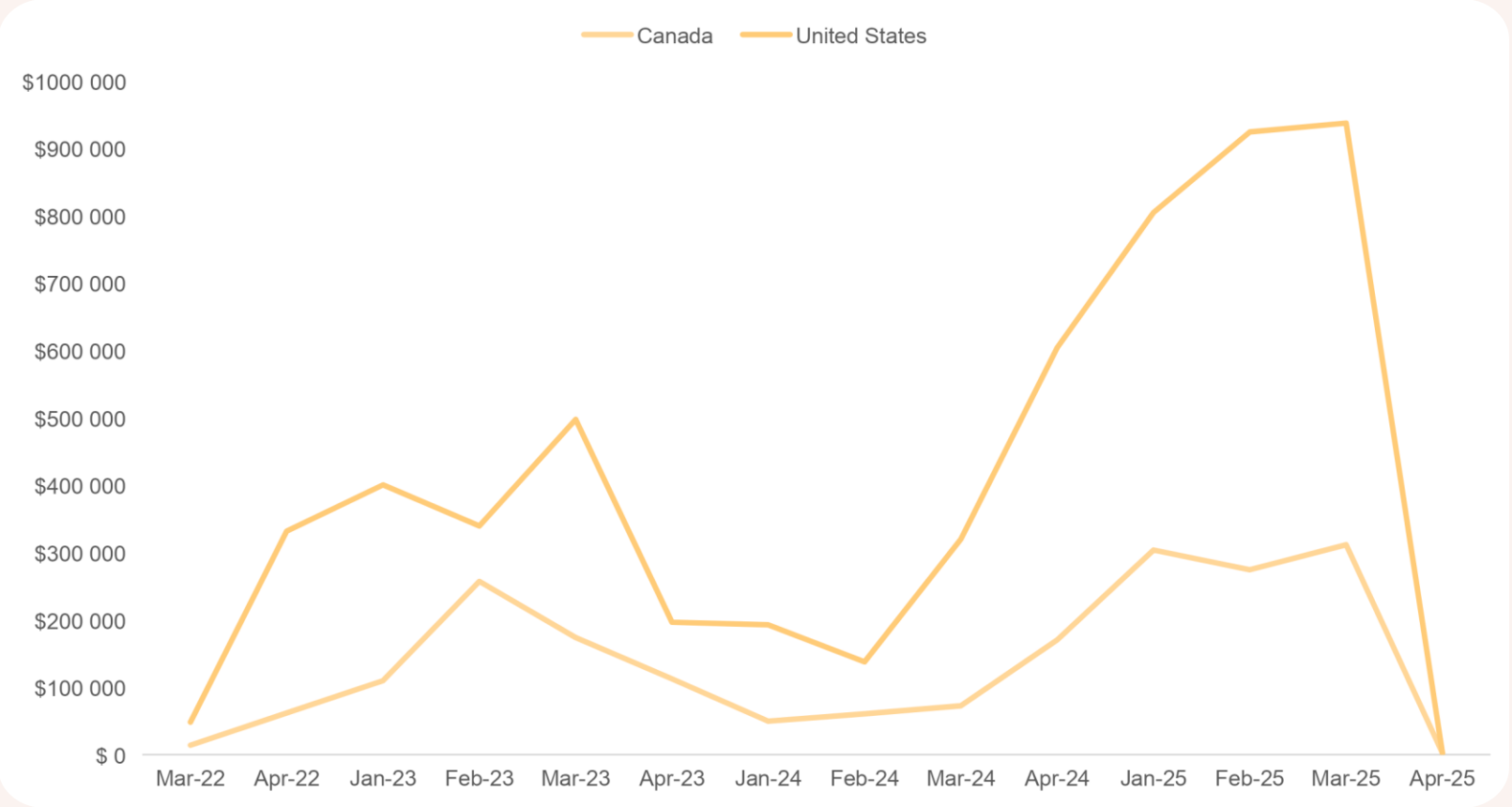
Product Utilization

158/397

In North America, U.S. roles often surpass Canada in CLV, except for Manual roles.

North America

Revenue Trend



North America



Customer LTV

	Canada	United States
Clerical	$827.7	$1,144.3
Management	$1,403.3	$1,382.9
Manual	$645.0	$370.2
Professional	$1,333.9	$1,464.2
Skilled Manual	$1,276.9	$1,072.7

Customer LTV (Lifetime Value), *often abbreviated as* ***CLV,*** *is a metric that estimates* ***how much total revenue a business can expect from a single customer over the entire duration of their relationship****.*

- In Canada, Management has the highest customer lifetime value (CLV) of 1403.27, indicating a strong potential for long-term partnerships.
- The Clerical segment in the U.S. (1144.27) outperforms its Canadian counterpart (827.67), suggesting a more lucrative workforce market.
- Professional roles in both countries show high CLVs, but the U.S. (1464.22) leads significantly over Canada (1333.90).
- Notably, Manual roles in the U.S. underperform (370.15) compared to Canada (644.99), revealing a potential gap in this segment.

North America

Breakdown by **Clerical**



Revenue

$523,012



Gross Profit

33.7%



Customers

503



Product Utilization

113/397

North America

Breakdown by **Management**



Revenue

$1,887,109



Gross Profit

34.1%



Customers

1,361



Product Utilization

144/397

North America

Breakdown by **Manual**



Revenue

$23,158



Gross Profit

33.1%



Customers

44



Product Utilization

41/397

North America

Breakdown by **Professional**



Revenue

$2,898,025



Gross Profit

33.6%



Customers

2,028



Product Utilization

155/397

North America

Breakdown by **Skilled Manual**



Revenue

$2,386,464



Gross Profit

33.3%



Customers

2,113



Product Utilization

157/397

Astrato

Pacific

Countries

Pacific



Revenue

$9,061,001



Gross Profit

32.7%



Customers

3,591



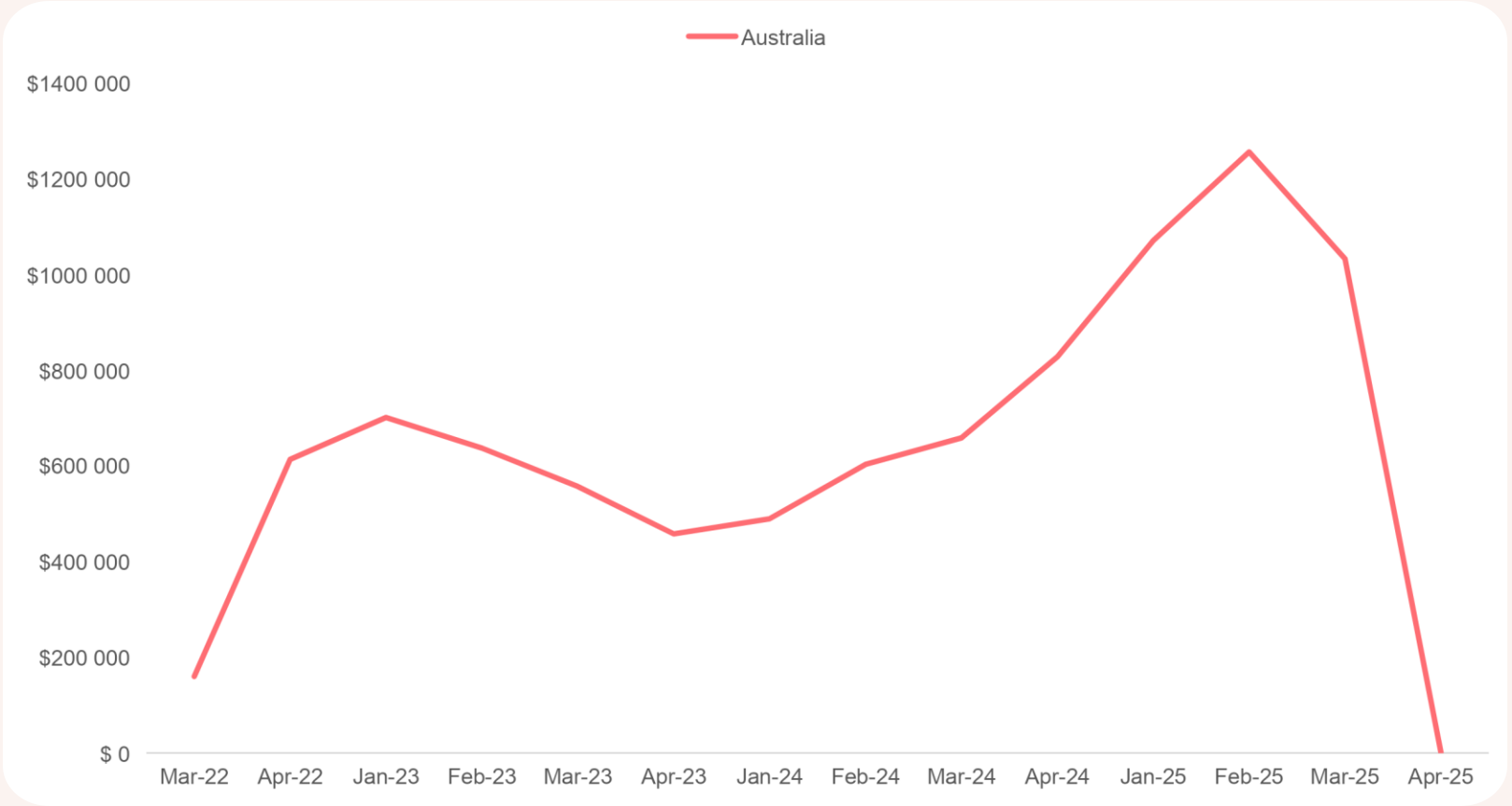
Product Utilization

158/397

Pacific CLV varies by job segment; target marketing for management, clerical, and cross-segment sales.

Pacific

Revenue Trend



Pacific



Customer LTV

	Australia
Clerical	$1,816.8
Management	$2,870.4
Manual	$2,600.0
Professional	$2,545.7
Skilled Manual	$2,507.6

Customer LTV (Lifetime Value), *often abbreviated as* ***CLV,*** *is a metric that estimates* ***how much total revenue a business can expect from a single customer over the entire duration of their relationship****.*

- In the Pacific region, the average customer lifetime value (CLV) varies significantly across different job segments, indicating targeted marketing opportunities.
- Management roles yield the highest CLV, suggesting a premium market that may benefit from tailored, high-value offerings.
- Clerical roles, while lower, present potential for high-volume sales strategies.
- There's a surprising closeness in CLV between Manual and Professional roles, indicating potential for cross-segment promotions.
- Leveraging these patterns can enhance sales targeting and customer engagement strategies.

Pacific

Breakdown by **Clerical**



Revenue

$792,137



Gross Profit

32.3%



Customers

436



Product Utilization

137/397

Pacific

Breakdown by **Management**



Revenue

$2,213,081



Gross Profit

32.3%



Customers

771



Product Utilization

148/397

Pacific

Breakdown by **Manual**



Revenue

$644,804



Gross Profit

32.4%



Customers

248



Product Utilization

130/397

Pacific

Breakdown by **Professional**



Revenue

$3,655,650



Gross Profit

33.1%



Customers

1,436



Product Utilization

145/397

Pacific

Breakdown by **Skilled Manual**



Revenue

$1,755,330



Gross Profit

32.6%



Customers

700



Product Utilization

147/397