

ANALYSIS REPORT  
*for*  
**Supersale Company**

*Sr.DA Nguyen Minh Hoang*

Year

2013	2016
2014	2017
2015	2018

Segment

Consumer
Corporate
Home Office

PROJECT ROI

36.15%

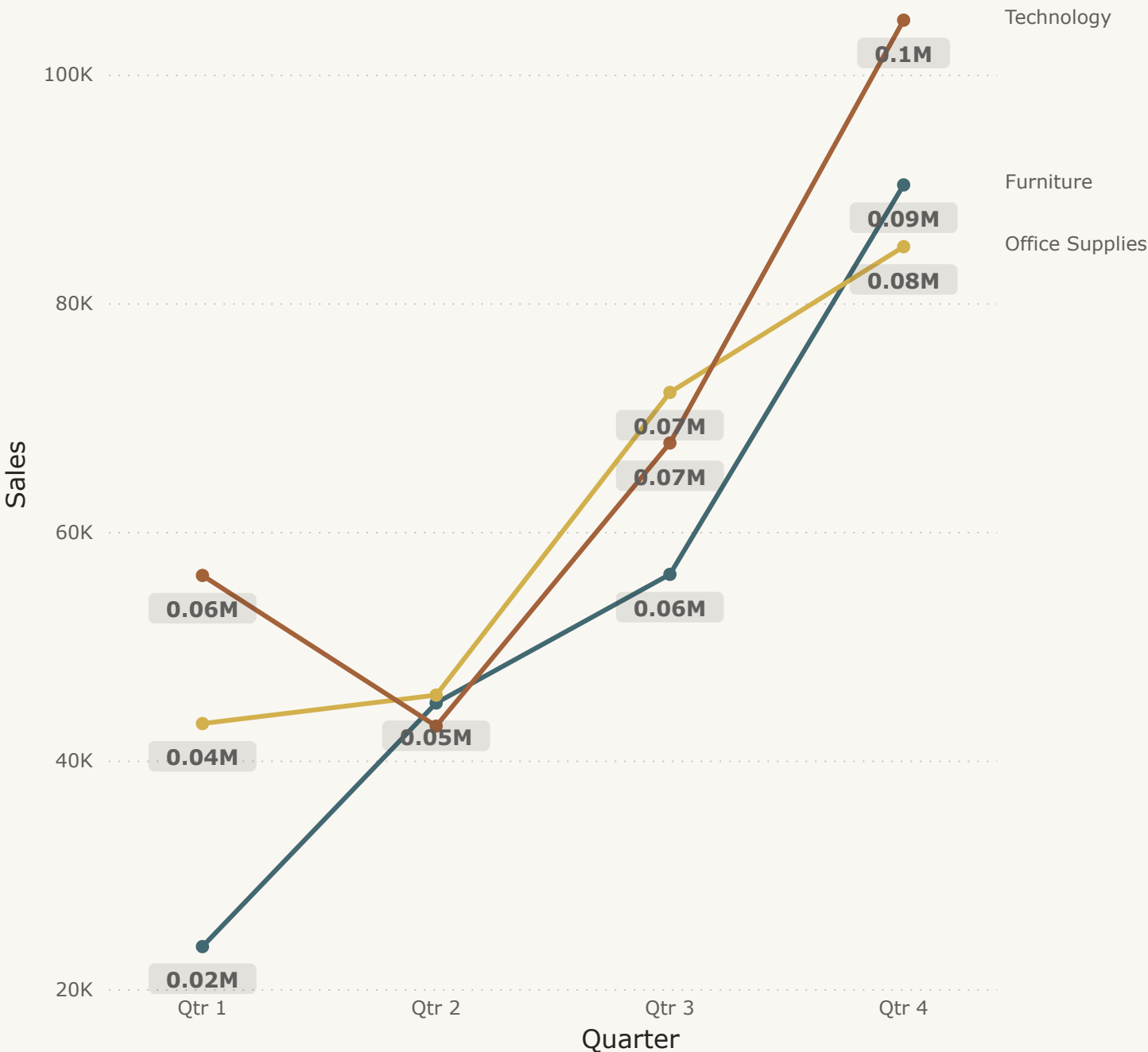
Total Sale

733.22K

WELCOME  
DASHBOARD  
OVERVIEW &  
ANALYST

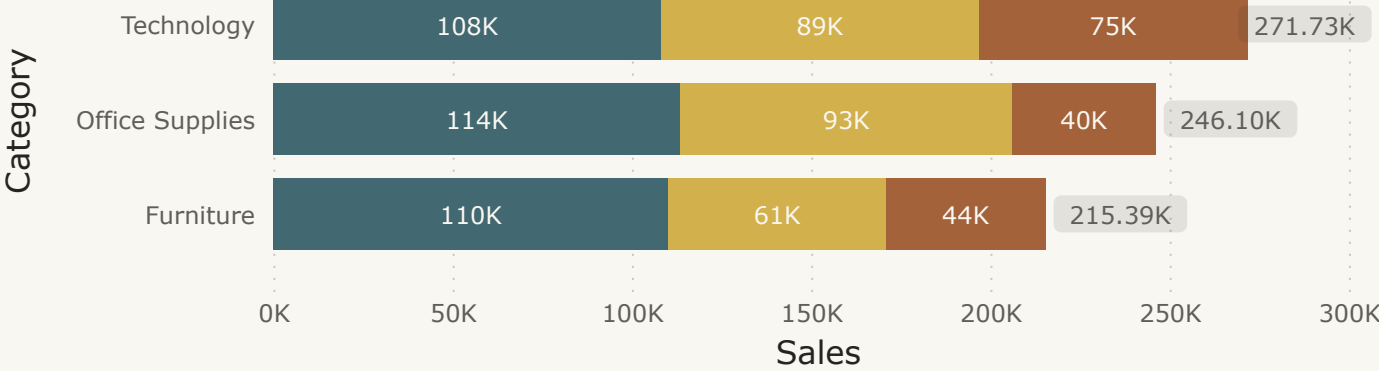
Sales by Quarter and Category

Category Furniture Office Supplies Technology



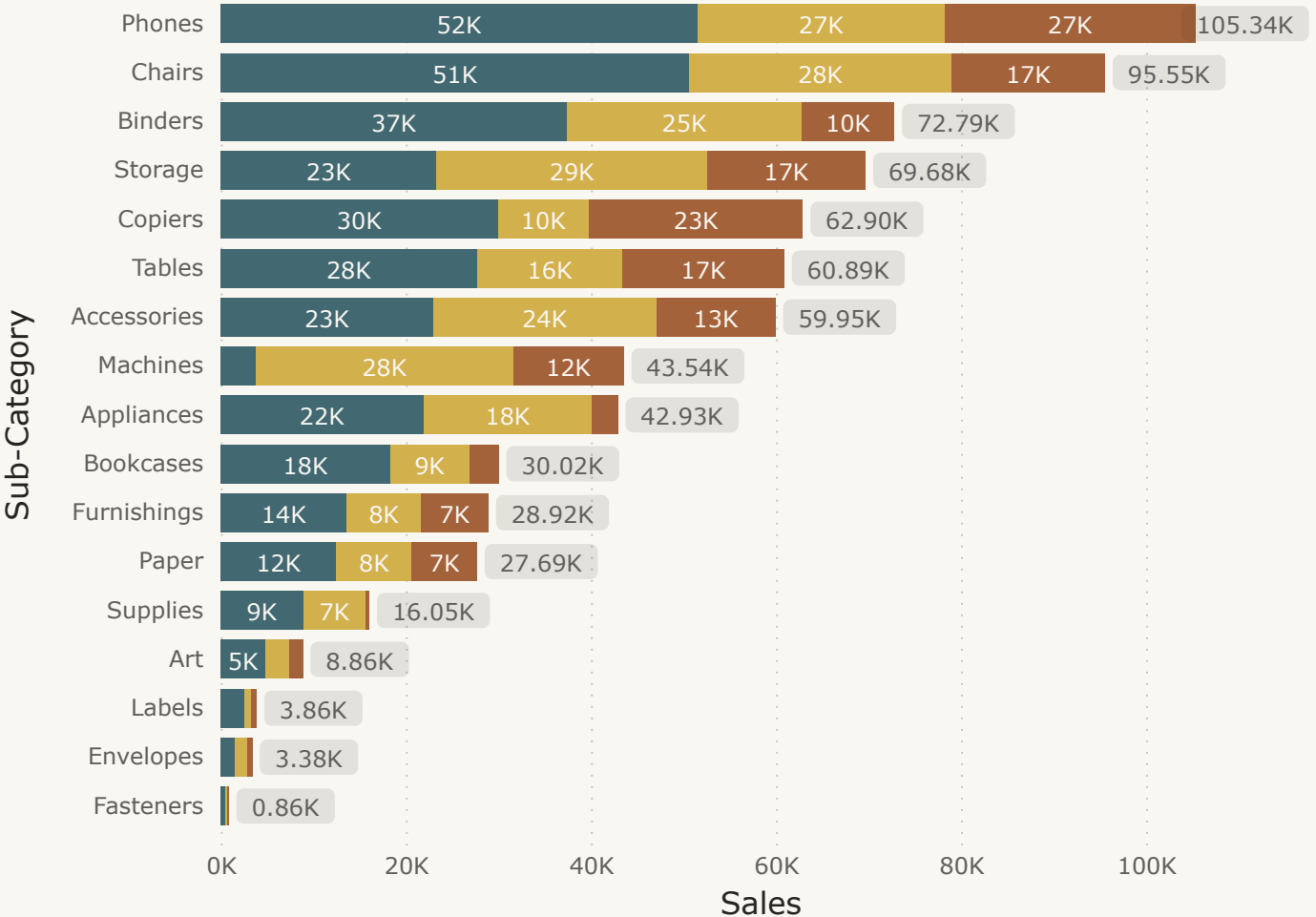
Sales by Category and Segment

Segment Consumer Corporate Home Office



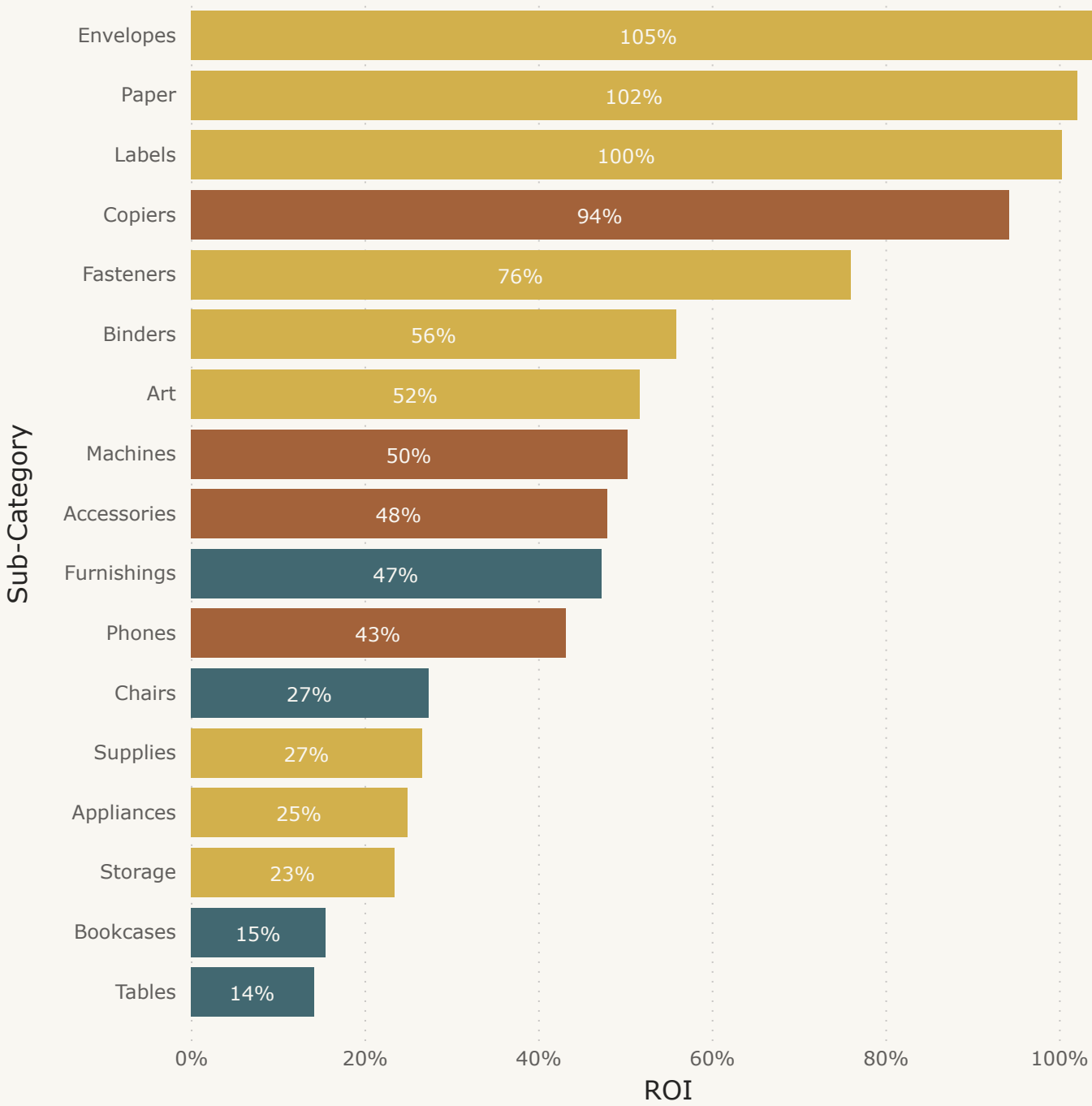
Sales by Sub-Category and Segment

Segment Consumer Corporate Home Office



ROI by Sub-Category and Category

Category Furniture Office Supplies Technology



## Overview about Revenue by Segment and Category

- 2018 witnessed a very good revenue growth rate and especially the overall project ROI reached 36%
- The sharp growth line of Furniture in 2018, although contributing to the lowest total sales.
- The group of low ROI items when calculated on a per product basis should be considered for production planning and adjustment.
- B2C in Segment Consumer and B2B in Corporate both play a leading role in business strategy.

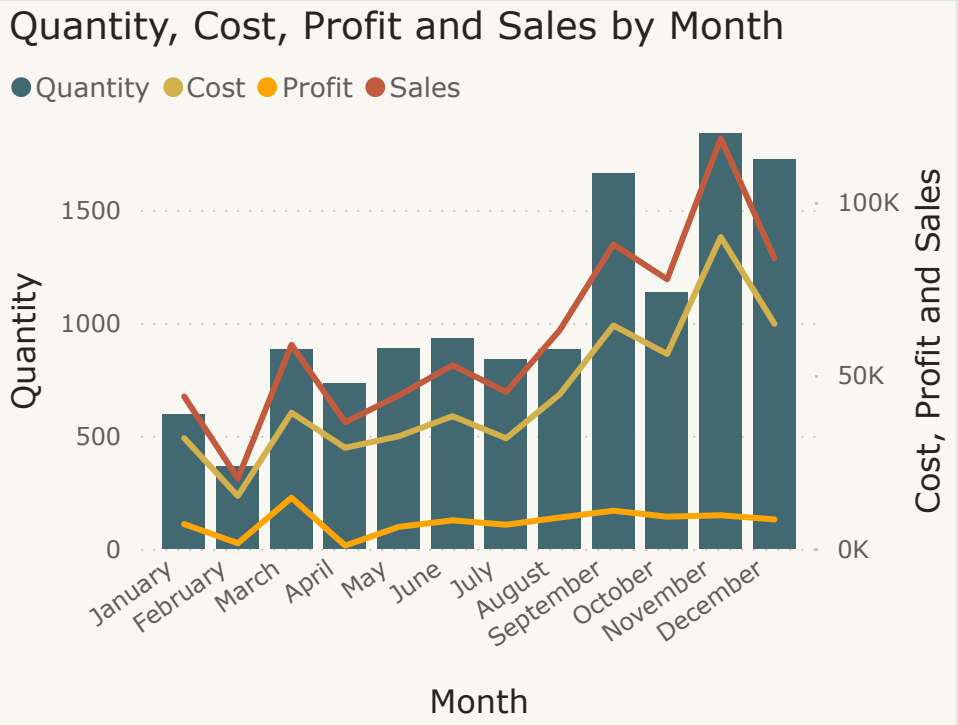
Year

2013	2015	2017
2014	2016	2018

Total Quantity

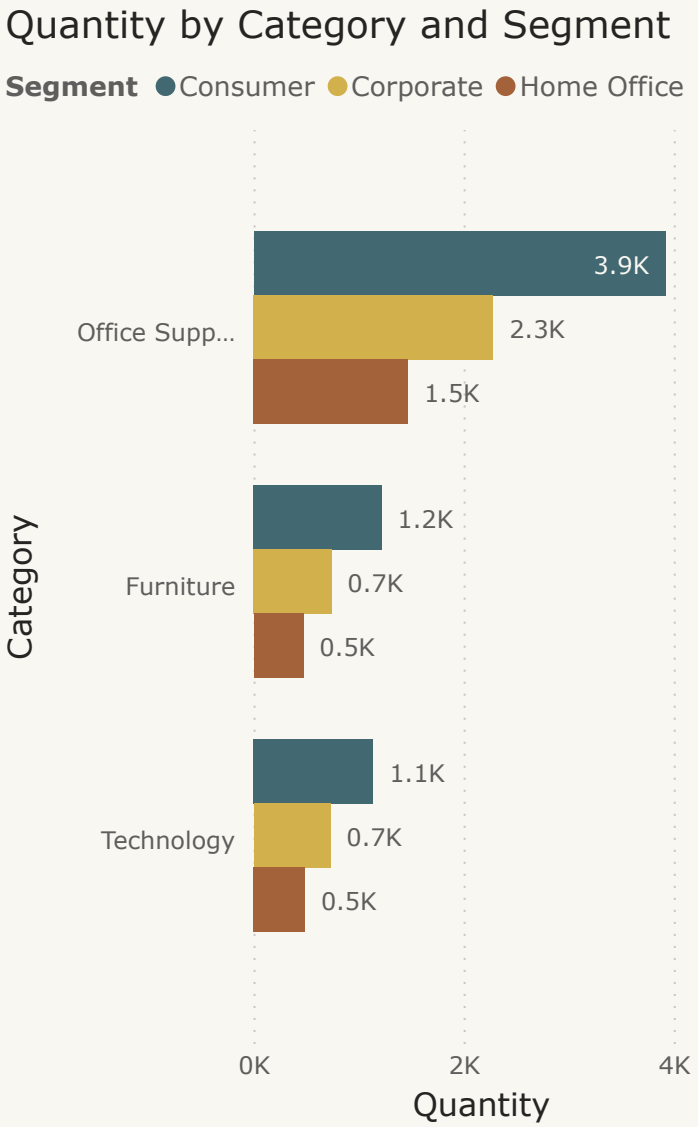
12K

Quantity



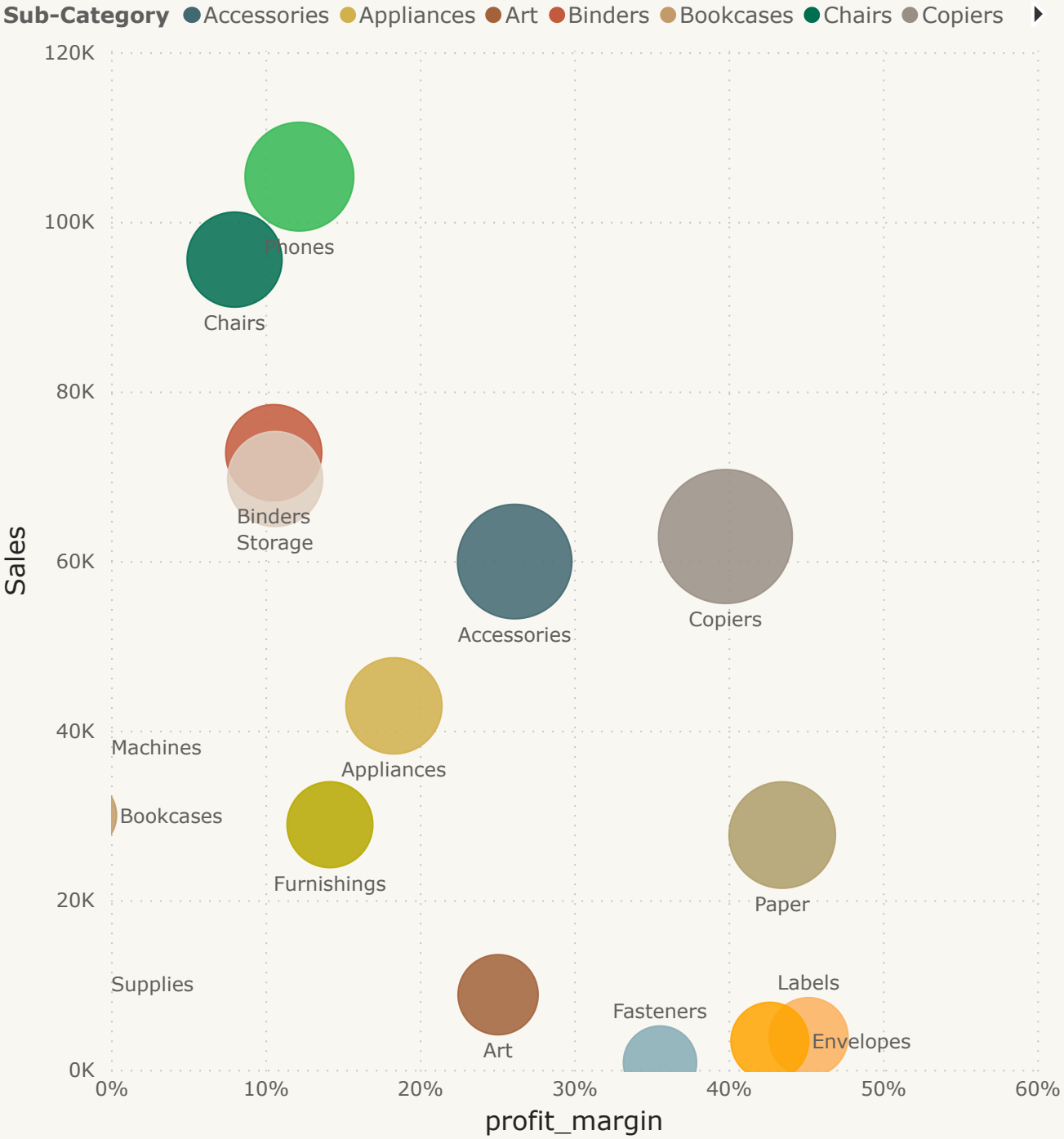
- The last months of the year are often very busy with business, it is necessary to pay attention to the amount of inventory and sufficient supply when there are high spikes in demand in the last quarter of the year.
- The retail sector accounted for the highest number of orders, especially for office supplies.

Sub-Category	January	February	March	April	May	June	July	August	September	October	November	December	Total
Binders	136	40	170	147	138	132	108	168	250	179	288	311	2067
Paper	67	53	114	77	119	147	104	98	304	142	256	221	1702
Art	59	28	70	80	87	87	88	64	134	88	169	147	1101
Furnishings	47	25	59	104	60	61	101	61	133	96	179	171	1097
Phones	53	52	102	32	71	87	99	75	120	112	175	112	1090
Accessories	51	16	79	51	81	86	78	63	177	82	179	136	1079
Storage	59	24	68	45	60	103	61	99	114	84	174	131	1022
Chairs	18	17	32	24	66	53	45	38	113	56	87	125	674
Appliances	19	43	56	26	49	45	36	76	65	47	91	101	654
Labels	9	4	31	47	37	23	41	49	70	59	36	42	448
Tables	17	17	21	12	19	23	24	21	33	74	81	48	390
Bookcases	4	12	11	35	39	39	13	7	23	26	17	50	276
Fasteners	19	22	11	13	13	7	9	15	37	20	29	54	249
Envelopes	10	5	25	16	25	8	5	17	46	25	38	21	241
Supplies	17	3	12	17	16	14	7	27	26	8	12	33	192
Machines	7	2	4	7	1	16	9	3	13	31	21	7	121
Copiers	5		20		6		12	3	2	4	8	13	73
Total	597	363	885	733	887	931	840	884	1660	1133	1840	1723	12476

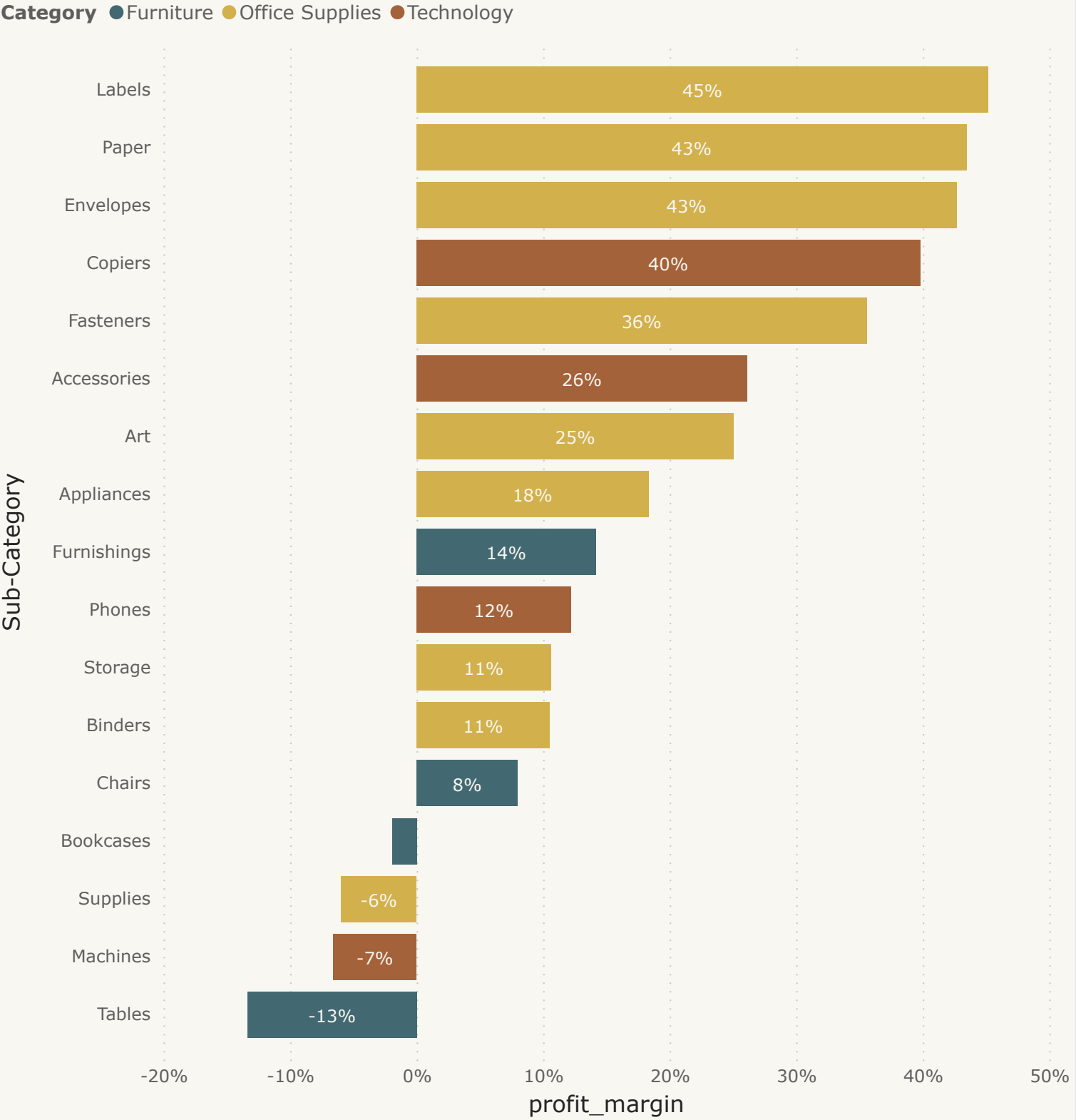


Year			
	2013	2015	2017
	2014	2016	2018

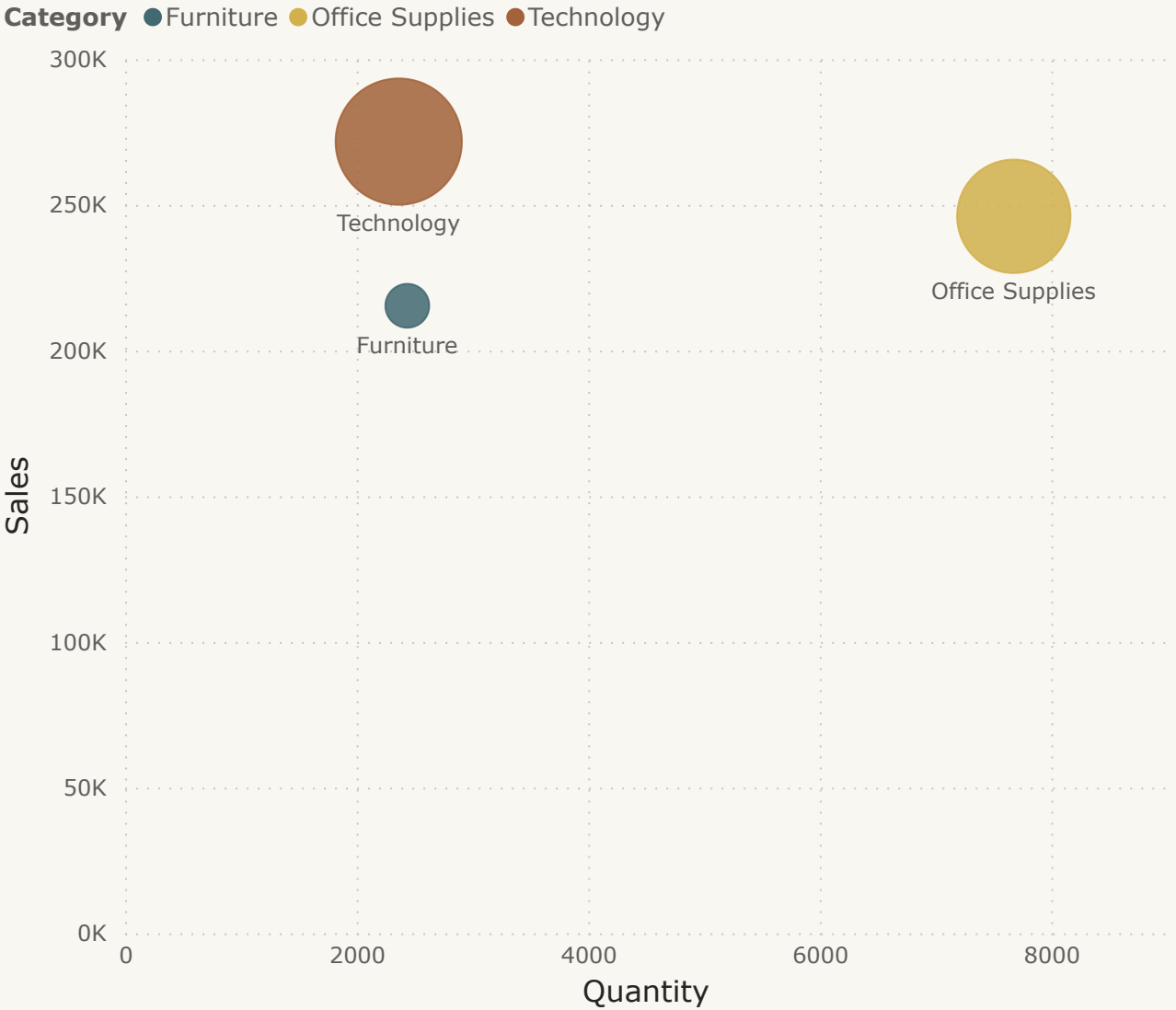
profit\_margin, Sales and Profit by Sub-Category



profit\_margin by Sub-Category and Category



Quantity, Sales and Profit by Category



## PROFIT ANALYST

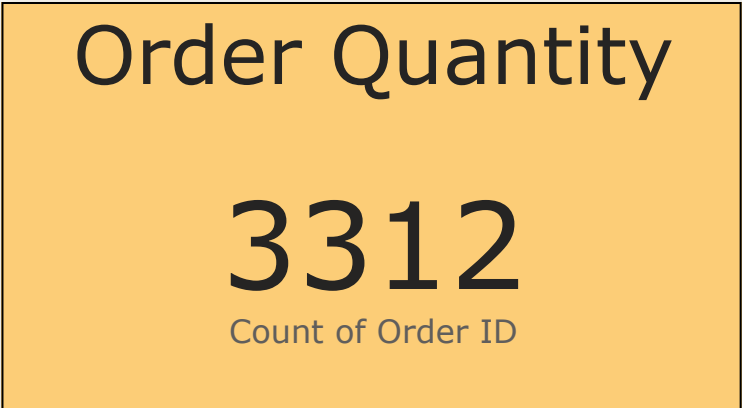
- With the bubble chart we want to say that Technologi is spearheading the business strategy, in which the products on the right hand side of the chart are accounting for a high proportion of profit margin.
- There is a need for more specific analysis of the product group that is negative in terms of profit and to solve the question of whether this is a bait item or needs to be improved or reduced to avoid damage to the company.

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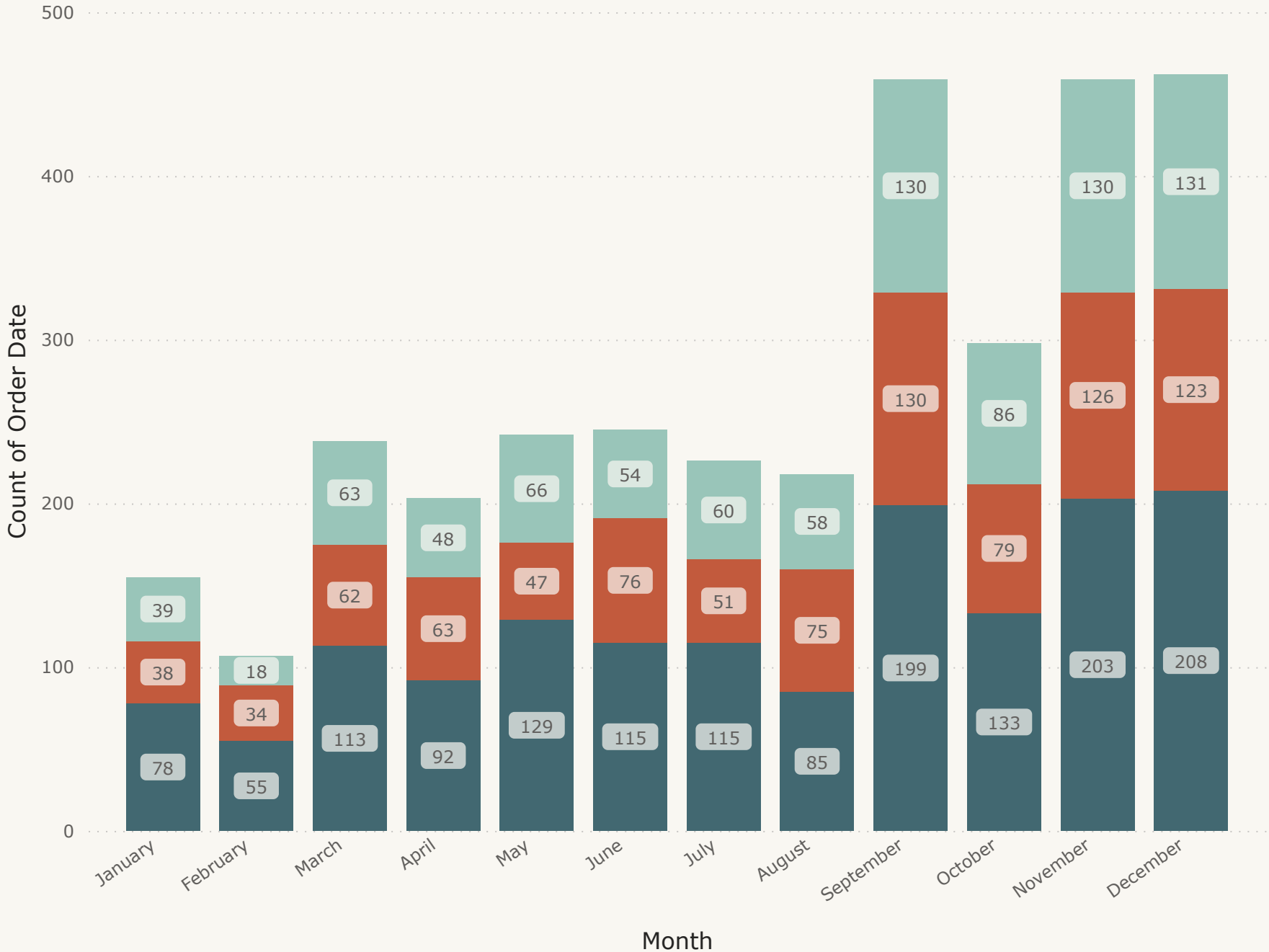
Quarter

Qtr 1	Qtr 3
Qtr 2	Qtr 4

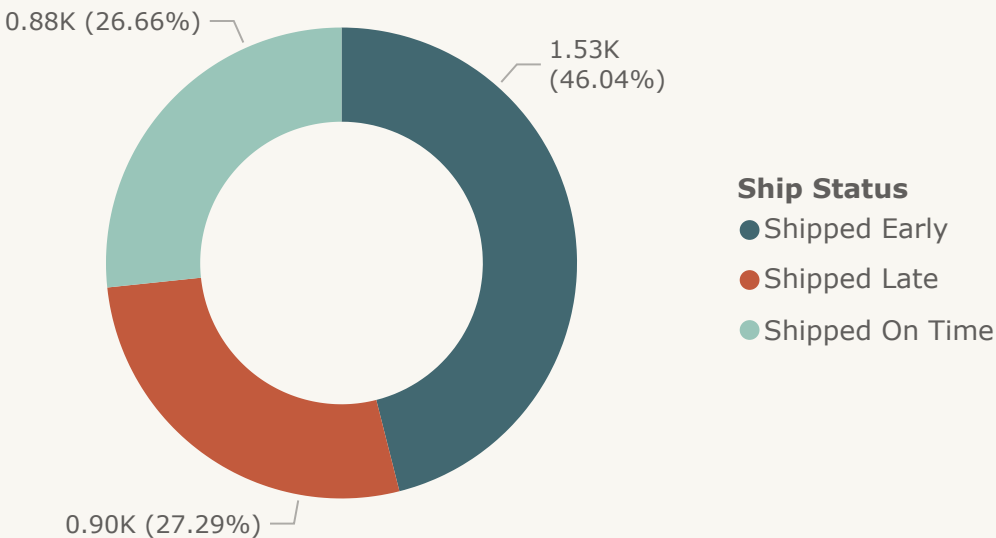


Count of Order Date by Month and Ship Status

Ship Status Shipped Early Shipped Late Shipped On Time



Percent of Ship Status



## Warning Shipped Late

There is a need for discussion and improvement. Late shipping, currently accounts for 27.29% in 2018.