

Sales declined YoY by 2.8%, while Technology continues to lead profitability, offsetting weak Furniture margins

At 75,972.56, 2015-Nov had the highest Current Year Sales and was 535.68% higher than 2015-Feb, which had the lowest Current Year Sales at 11,951.41.

Current Year Sales and total Previous Year Sales are positively correlated with each other.

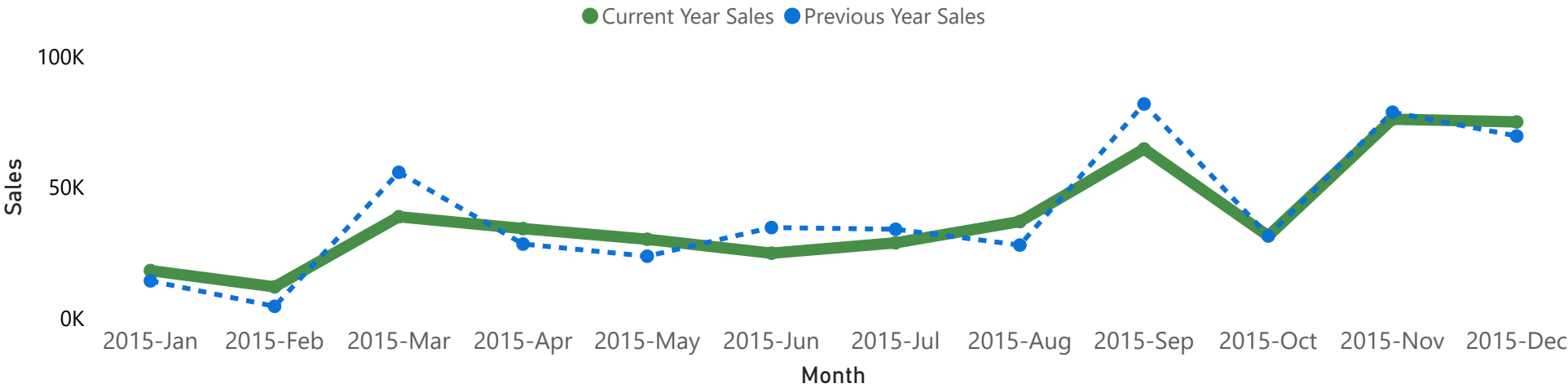
2015-Nov accounted for 16.15% of Current Year Sales.

Previous Year Sales and Current Year Sales diverged the most when the Month was 2015-Sep, when Previous Year Sales were 17,181.43 higher than Current Year Sales.

Technology had the highest Profit Margin % at 20.6%, followed by Office Supplies at 18.3% and Furniture

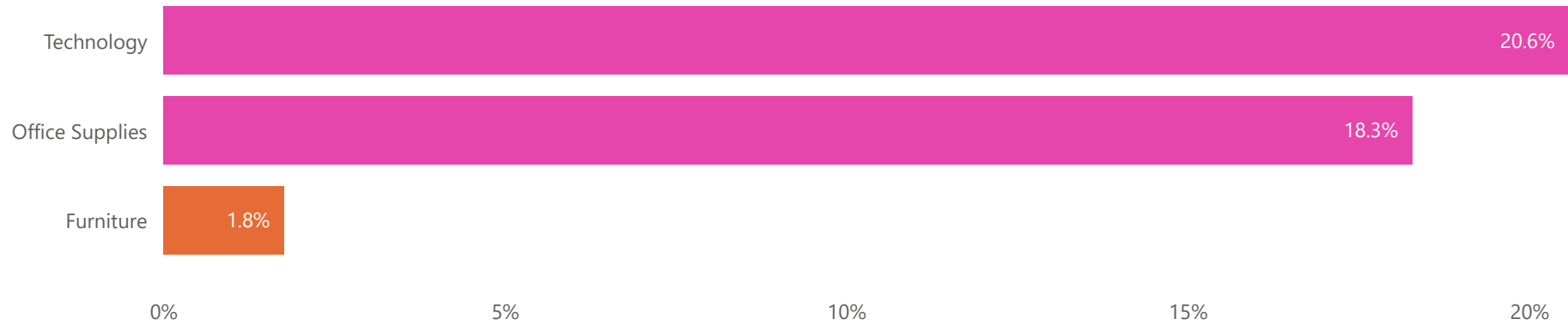
470.5	61.6	13.1%	-2.8%	2015
Total Sales (K)	Total Profit (K)	Profit Margin %	Sales YoY %	

Monthly Sales vs Last Year

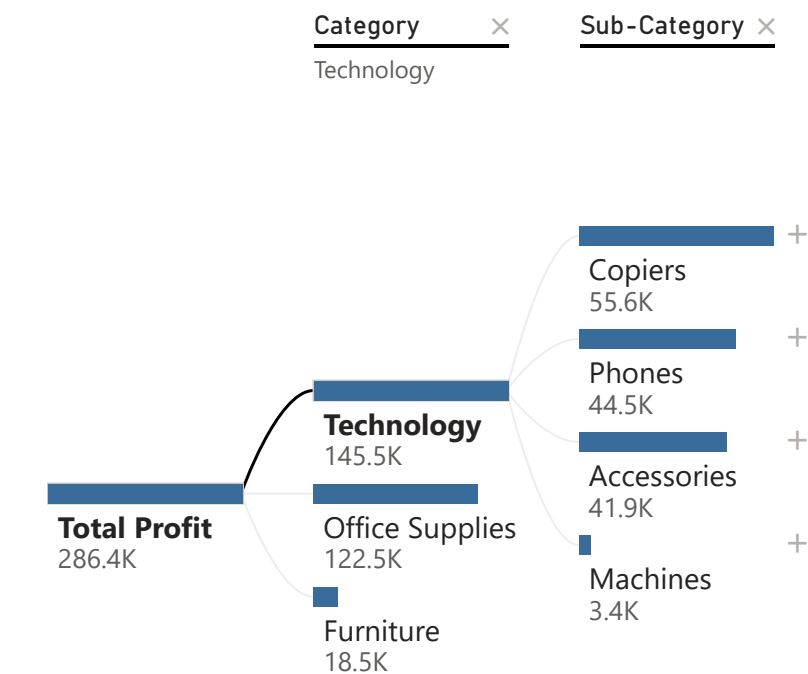


Profit Margin % by Category

Technology outperforms Furniture on profitability



Profit Decomposition (Loss Drivers)



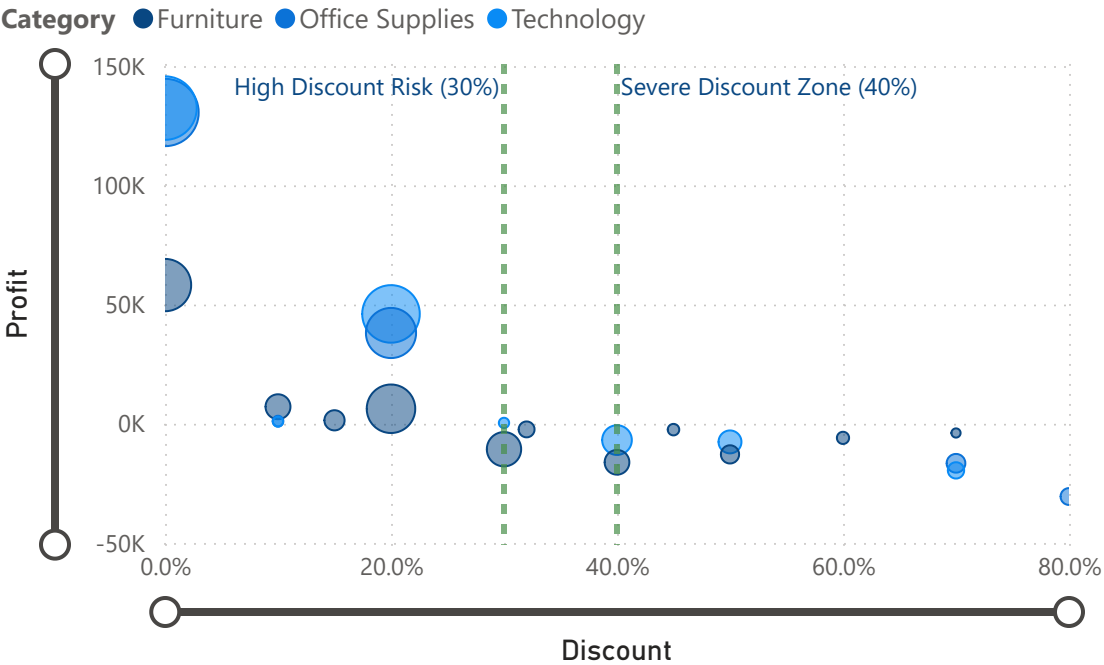
Product Name	Total Sales	Total Profit	Profit Margin %
GBC DocuBind P400 Electric Binding System	17,965.07	-1,878.17	-10.5%
Cisco TelePresence System EX90 Videoconferencing Unit	22,638.48	-1,811.08	-8.0%
High Speed Automatic Electric Letter Opener	17,030.31	-262.00	-1.5%
Total	57,633.86	-3,951.25	-6.9%

Category	Total Sales	Total Profit	Profit Margin %
☐ Furniture	742.0K	18.5K	2.5%
Tables	207.0K	-17.7K	-8.6%
Bookcases	114.9K	-3.5K	-3.0%
Chairs	328.4K	26.6K	8.1%
Furnishings	91.7K	13.1K	14.2%
☐ Office Supplies	719.0K	122.5K	17.0%
Supplies	46.7K	-1.2K	-2.5%
Storage	223.8K	21.3K	9.5%
Binders	203.4K	30.2K	14.9%
Appliances	107.5K	18.1K	16.9%
Art	27.1K	6.5K	24.1%
Fasteners	3.0K	0.9K	31.4%
Envelopes	16.5K	7.0K	42.3%
Paper	78.5K	34.1K	43.4%
Labels	12.5K	5.5K	44.4%
☐ Technology	836.2K	145.5K	17.4%
Machines	189.2K	3.4K	1.8%
Phones	330.0K	44.5K	13.5%
Accessories	167.4K	41.9K	25.1%
Copiers	149.5K	55.6K	37.2%
Total	2,297.2K	286.4K	12.5%

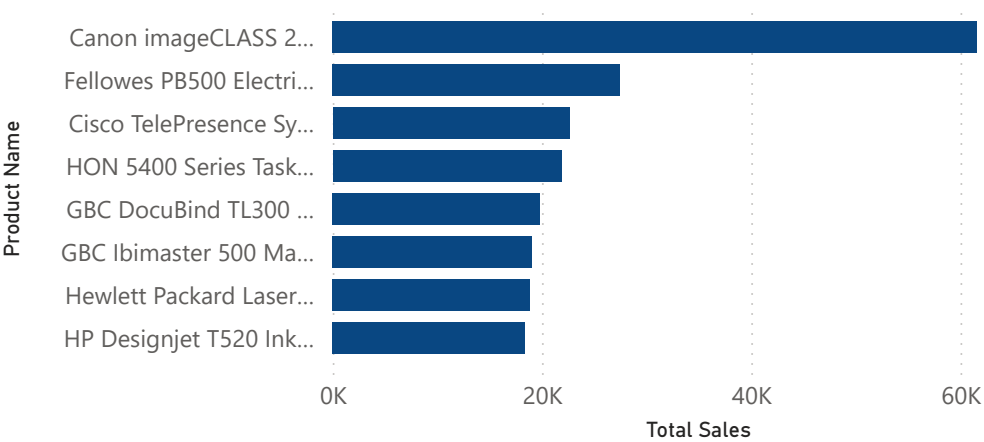
Losses are concentrated in Furniture sub-categories such as Tables and Bookcases, driven by low margins and high discounting

Impact of discounting on profitability at product level

Profit and Total Sales by Category and Discount

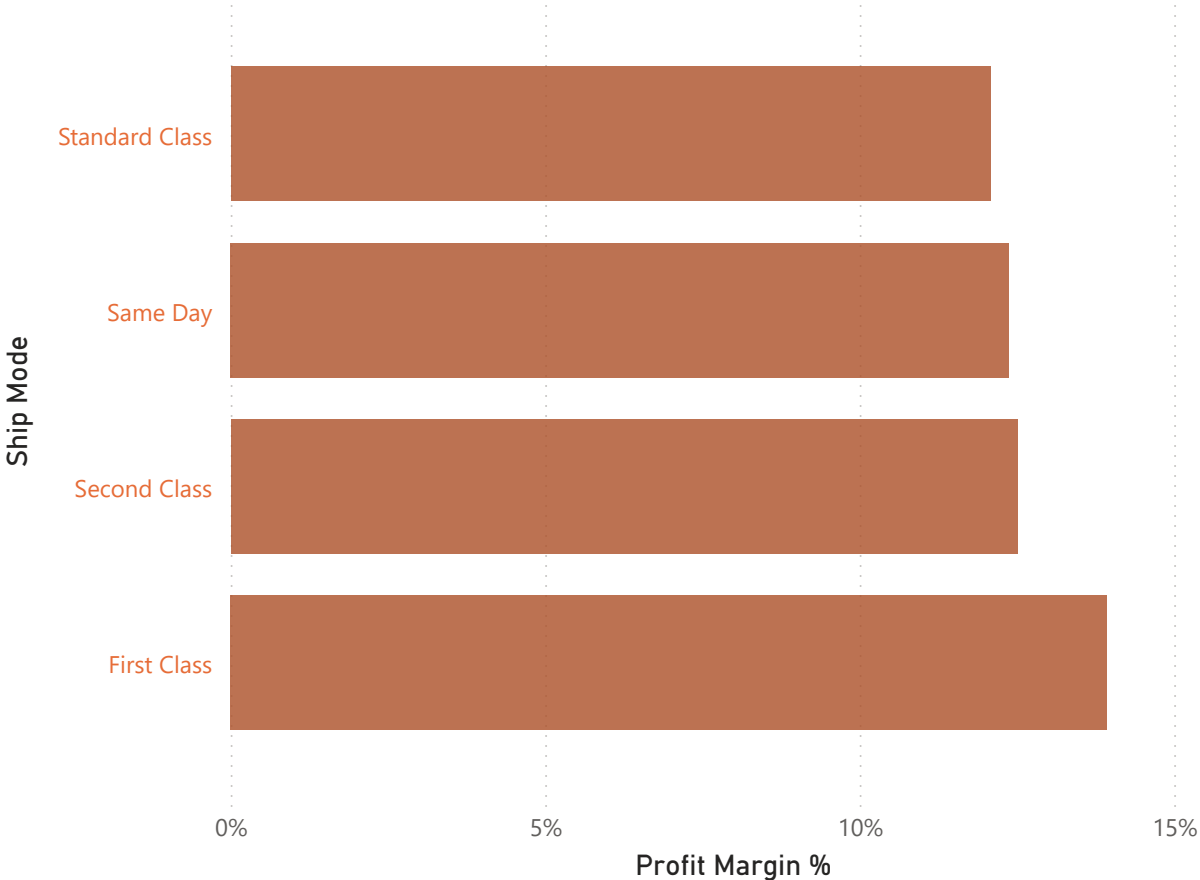


Total Sales by Product Name



Product Name	Total Sales	Total Profit	Profit Margin %	Avg Discount
Cubify CubeX 3D Printer Double Head Print	11,099.96	-8,879.97	-80.0%	0.53
Lexmark MX611dhe Monochrome Laser Printer	16,829.90	-4,589.97	-27.3%	0.40
Cubify CubeX 3D Printer Triple Head Print	7,999.98	-3,839.99	-48.0%	0.50
Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	9,917.64	-2,876.12	-29.0%	0.28
Bush Advantage Collection Racetrack Conference Table	9,544.73	-1,934.40	-20.3%	0.35
GBC DocuBind P400 Electric Binding System	17,965.07	-1,878.17	-10.5%	0.45
Cisco TelePresence System EX90 Videoconferencing Unit	22,638.48	-1,811.08	-8.0%	0.50
Martin Yale Chadless Opener Electric Letter Opener	16,656.20	-1,299.18	-7.8%	0.10
Balt Solid Wood Round Tables	6,518.75	-1,201.06	-18.4%	0.20
BoxOffice By Design Rectangular and Half-Moon Meeting Room Tables	1,706.25	-1,148.44	-67.3%	0.48
Riverside Furniture Oval Coffee Table, Oval End Table, End Table with Drawer	4,446.18	-1,147.40	-25.8%	0.30
Epson TM-T88V Direct Thermal Printer - Monochrome - Desktop	1,212.71	-1,057.23	-87.2%	0.55
Hon 2090 "Pillow Soft" Series Mid Back Swivel/Tilt Chairs	5,282.42	-989.05	-18.7%	0.22
O'Sullivan 4-Shelf Bookcase in Odessa Pine	2,740.20	-975.10	-35.6%	0.42
Bretford "Just In Time" Height-Adjustable Multi-Task Work Tables	5,634.90	-964.19	-17.1%	0.23
Zebra GK420t Direct Thermal/Thermal Transfer Printer	703.71	-938.28	-133.3%	0.70
3.6 Cubic Foot Counter Height Office Refrigerator	2,946.20	-872.08	-29.6%	0.52
Bevis Oval Conference Table, Walnut	6,942.07	-856.01	-12.3%	0.28
Tennsco Single-Tier Lockers	9,158.30	-825.75	-9.0%	0.08
BPI Conference Tables	2,241.87	-795.97	-35.5%	0.37
StarTech.com 10/100 VDSL2 Ethernet Extender Kit	2,330.65	-785.76	-33.7%	0.43
O'Sullivan Plantations 2-Door Library in Landvery Oak	2,946.37	-767.74	-26.1%	0.33
O'Sullivan Living Dimensions 5-Shelf Bookcases	3,420.77	-755.75	-22.1%	0.24
Hon 94000 Series Round Tables	7,404.50	-681.21	-9.2%	0.16
Riverside Palais Royal Lawyers Bookcase, Royale Cherry Finish	15,610.97	-669.54	-4.3%	0.23
SAFCO Commercial Wire Shelving, Black	4,199.46	-635.44	-15.1%	0.14
Bestar Classic Bookcase	1,897.81	-612.94	-32.3%	0.32
Total	5,50,382.94	-77,068.38	-14.0%	0.27

Profit Margin % by Ship Mode



Region	Total Sales	Total Profit	Profit Margin %
East	6,46,691.96	97,645.42	15.1%
West	7,50,877.94	1,03,613.53	13.8%
South	4,46,198.92	57,379.80	12.9%
Central	4,53,432.05	27,758.28	6.1%
Total	22,97,200.86	2,86,397.02	12.5%

Total Sales and Total Profit by State

