

Executive Overview

Sales performance, profitability and year-over-year trend

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.

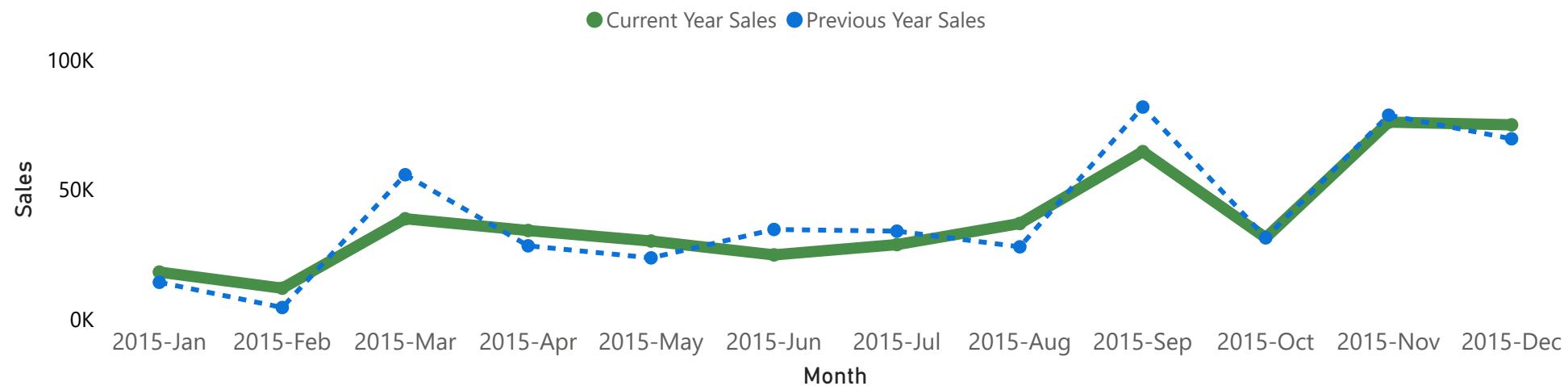
2015-Nov accounted for 16.15% of Current Year Sales.

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

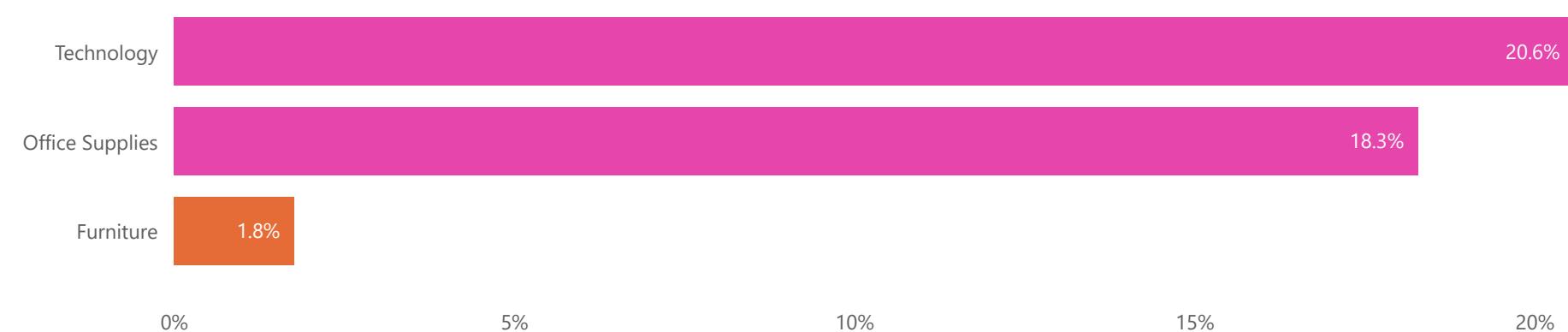
| | | | | | |
|-----------------|------------------|-----------------|--------------|-------------|-------------------------------------|
| 470.5 | 61.6 | 13.1% | -2.8% | 2015 | <input checked="" type="checkbox"/> |
| Total Sales (K) | Total Profit (K) | Profit Margin % | Sales YoY % | | |

Monthly Sales vs Last Year

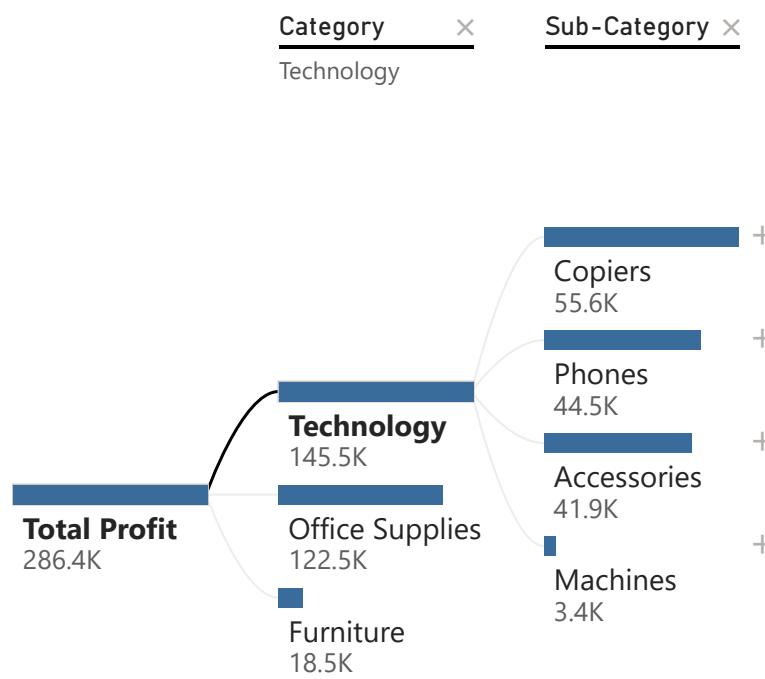


Profit Margin % by Category

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% |

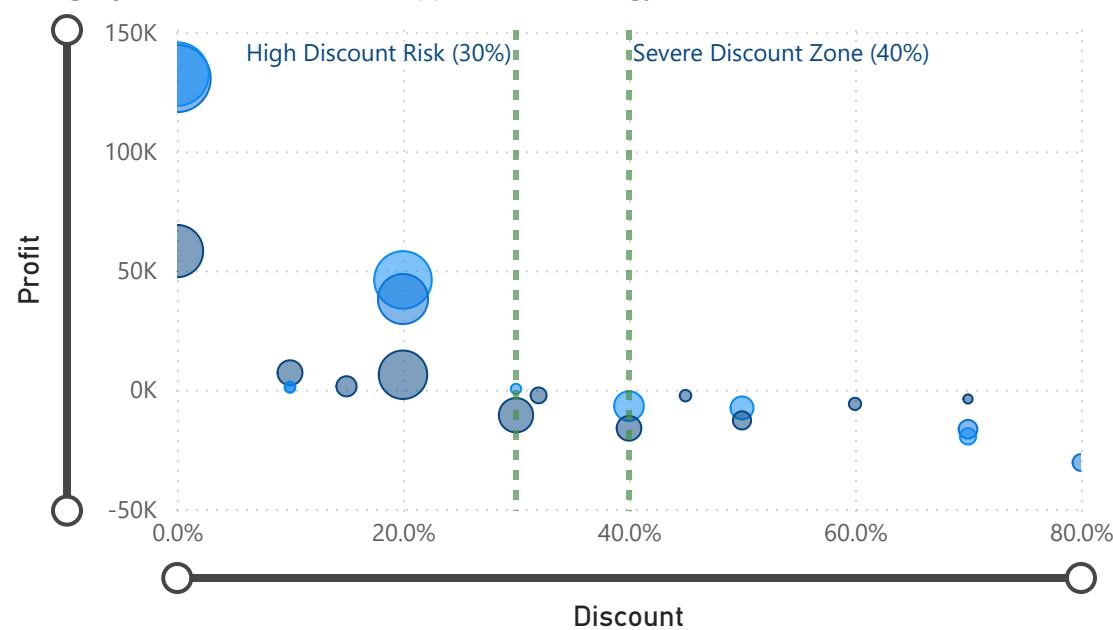
| Category | Total Sales | Total Profit | Profit Margin % |
|------------------------|-----------------|---------------|-----------------|
| Furniture | 742.0K | 18.5K | 2.5% |
| Tables | 207.0K | -17.7K | -8.6% |
| Bookcases | 114.9K | -3.5K | -3.0% |
| Chairs | 328.4K | 26.6K | 8.1% |
| Furnishings | 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

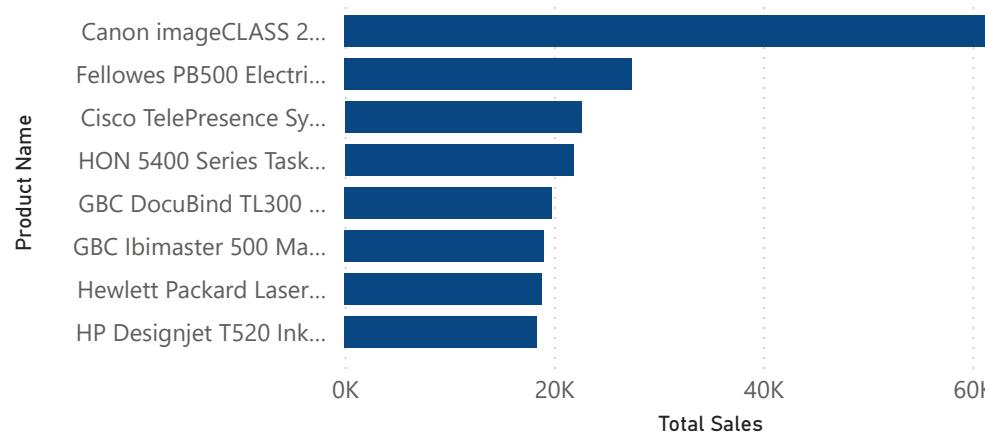
Impact of discounting on profitability at product level

Profit and Total Sales by Category and Discount

Category ● Furniture ● Office Supplies ● Technology

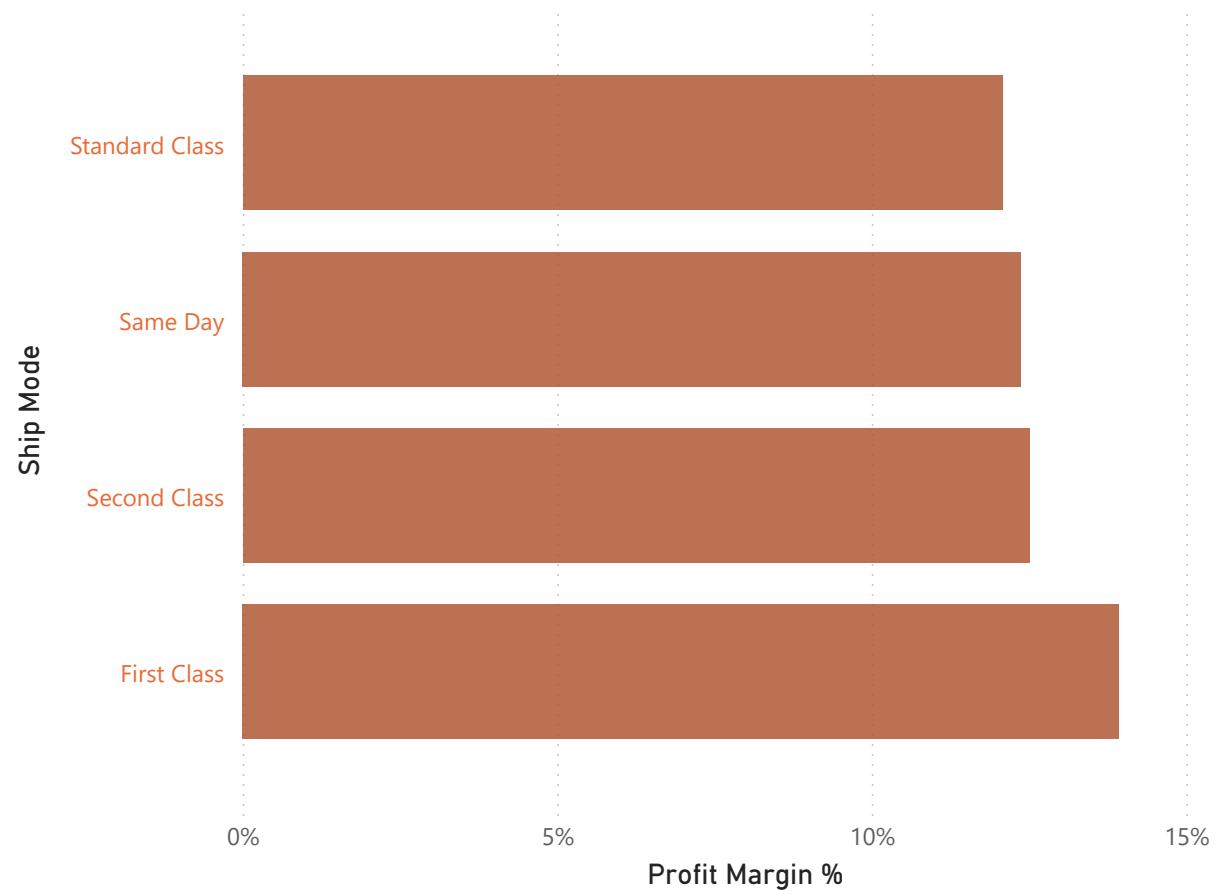


Total Sales by Product Name



| 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 |
| Bostar Classic Bookcase | 1,897.81 | -612.91 | -32.3% | 0.32 |
| Total | 5,50,382.94 | -77,068.38 | -14.0% | 0.27 |

Profit Margin % by Ship Mode



Ship Mode

0%

5%

10%

15%

Profit Margin %

| 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

