

Sales Analysis

Perfomance in Category
- Segment -



Date



All



Category



All



Region



All



Segment



All



Clear all slicers

Total Sales

\$2,30M

1,857 avg/mo

▲ 52.3%

MoM% | Nov 17 vs Oct 17



Total Profit

\$286,40K

232 avg/mo

▲ 4.5%

MoM% | Nov 17 vs Oct 17



Units Sold

37 873

31 avg/mo

▲ 62.4%

MoM% | Nov 17 vs Oct 17



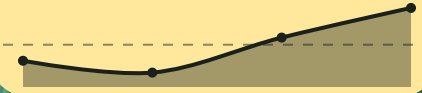
Count of Customers

793

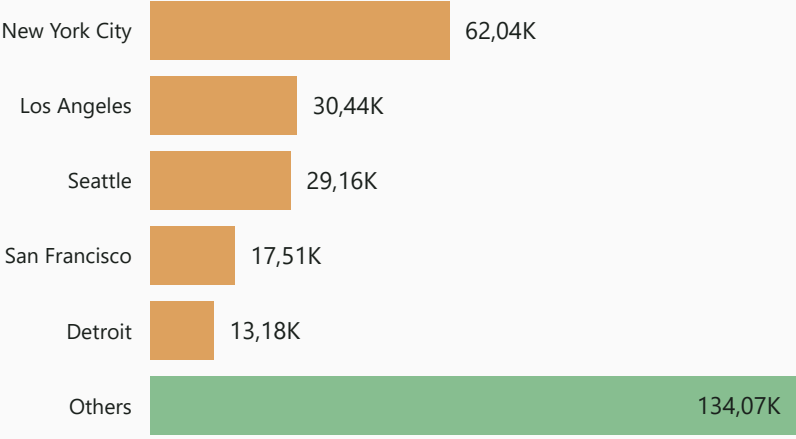
4 avg/mo

▲ 58.8%

MoM% | Nov 17 vs Oct 17



Top 5 Cities made 53.2% of Total Profit



Top

1

2

3

4

5

6

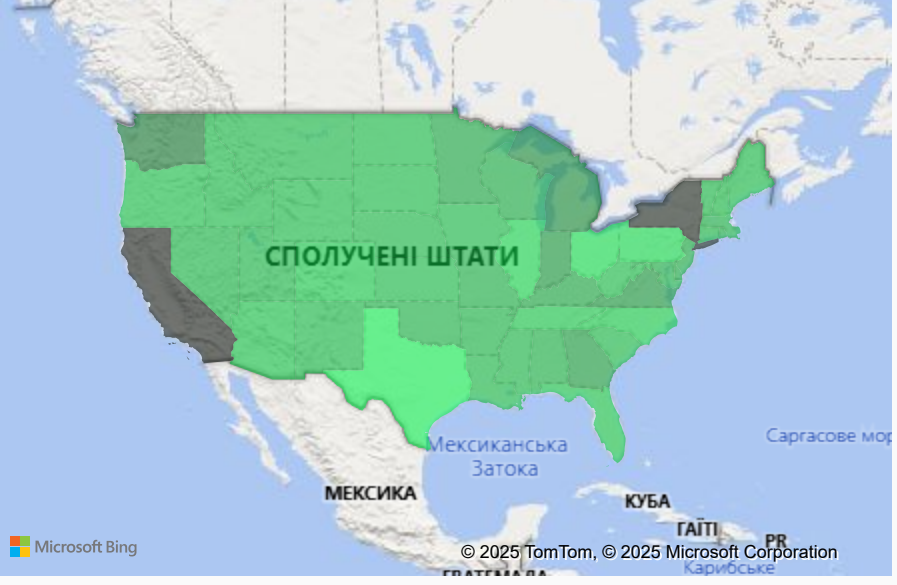
7

8

9

10

Total Profit by State



Top Region	Total Sales	Total Profit	Margin
South	\$70 636,72	\$18 597,95	26,33%
Central	\$76 269,61	\$24 463,19	32,07%
East	\$310 876,27	\$74 038,55	23,82%
West	\$596 328,90	\$109 784,04	18,41%

Product Name	Total Sales	Total Profit	Margin
Canon imageCLASS 2200 Advanced Copier	\$25 199,93	\$10 639,97	42,22%
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	\$14 997,68	\$6 100,75	40,68%
GBC Ibimaster 500 Manual ProClick Binding System	\$12 327,88	\$5 859,55	47,53%
HP Designjet T520 Inkjet Large Format Printer - 24" Color	\$15 749,91	\$5 039,97	32,00%

Top State	Total Profit	Margin
California	\$76 381,39	16,69%
New York	\$74 038,55	23,82%
Washington	\$33 402,65	24,09%
Michigan	\$24 463,19	32,07%
Virginia	\$18 597,95	26,33%
Indiana	\$18 382,94	34,33%

Bottom State	Total Profit	Margin
Texas	(\$25 729,36)	-15,12%
Ohio	(\$16 971,38)	-21,69%
Pennsylvania	(\$15 559,96)	-13,35%
Illinois	(\$12 607,89)	-15,73%
North Carolina	(\$7 490,91)	-13,47%
Colorado	(\$6 527,86)	-20,33%

Sales Analysis

Perfomance in Q1 2016
Category - Office Supplies
Segment - Corporate



Date

2016 (Year) + Q1 (Q...

Category

Office Supplies

Region

All

Segment

Corporate

Clear all slicers

Total Sales

\$11,72K

335 avg/mo

▼ -49.8%

MoM% | Feb 16 vs Jan 16

Total Profit

\$737,82

21 avg/mo

▼ -99.6%

MoM% | Feb 16 vs Jan 16

Units Sold

224

6 avg/mo

▼ -18.8%

MoM% | Feb 16 vs Jan 16

Count of Customers

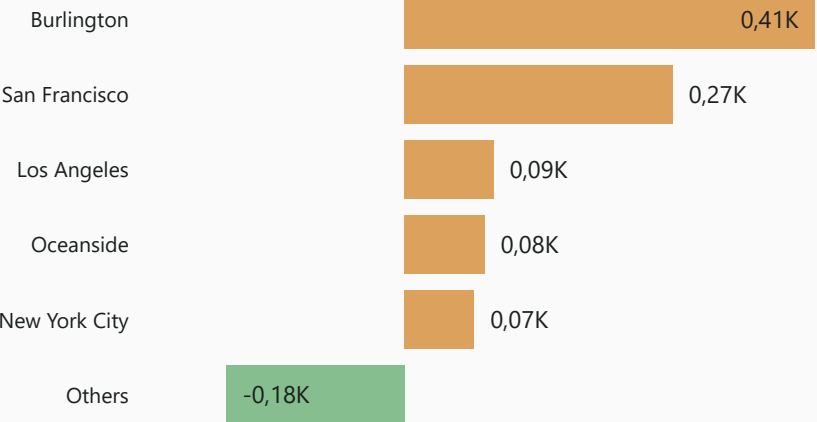
39

1 avg/mo

▼ -20.0%

MoM% | Feb 16 vs Jan 16

Top 5 Cities made 124.1% of Total Profit



Top

1

2

3

4

5

6

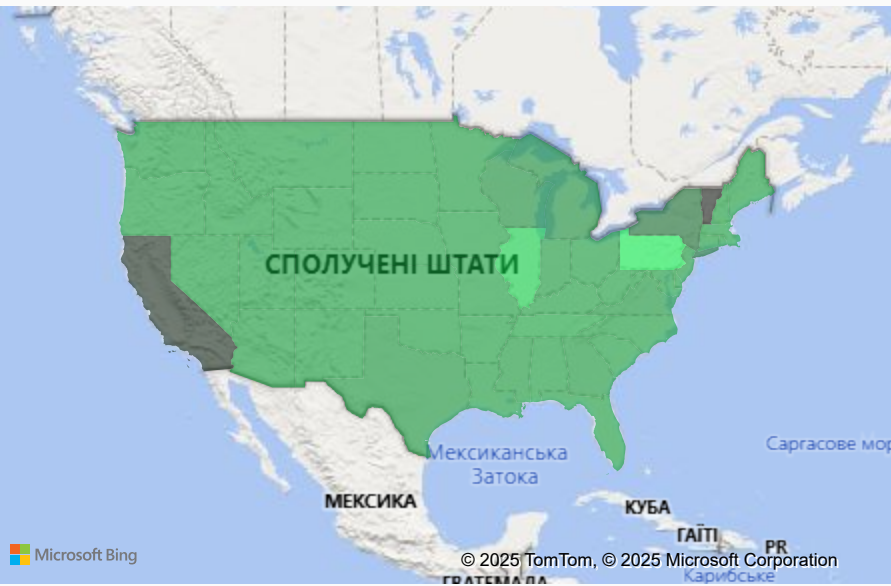
7

8

9

10

Total Profit by State



Top Region	Total Sales	Total Profit	Margin
Central	\$327,09	\$101,93	31,16%
West	\$6 583,58	\$370,90	5,63%
East	\$2 930,83	\$569,81	19,44%

Product Name	Total Sales	Total Profit	Margin
Iceberg Mobile Mega Data/Printer Cart	\$1 564,29	\$406,72	26,00%
High Speed Automatic Electric Letter Opener	\$4 912,59	\$196,50	4,00%
Recycled Data-Pak for Archival Bound Computer Printouts, 12-1/2 x 12-1/2 x 16	\$296,37	\$80,02	27,00%
Plastic Binding Combs	\$106,05	\$49,84	47,00%
Xerox 1883	\$105,52	\$48,54	46,00%

Top State	Total Profit	Margin
Vermont	\$409,45	26,04%
California	\$370,90	5,63%
New York	\$160,37	11,80%
Michigan	\$52,09	23,56%
Wisconsin	\$49,84	47,00%
Texas	\$29,79	13,02%

Bottom State	Total Profit	Margin
Pennsylvania	(\$267,55)	-27,82%
Illinois	(\$169,09)	-64,85%
Tennessee	(\$20,72)	-66,67%

Sales Analysis

Performance in Category
- Segment -



Product name

All

Category

All

Region

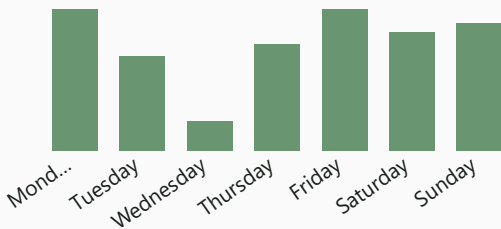
All

Segment

All

Clear all slicers

Sales by Weekday



Total Sales

\$2,30M

1,857 avg/mo

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MoM% | Nov 17 vs Oct 17



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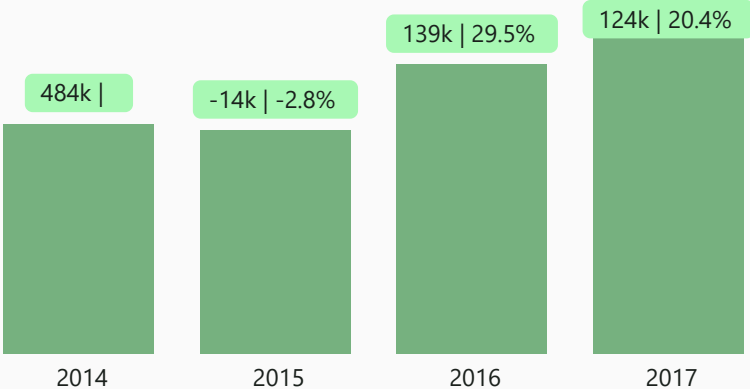
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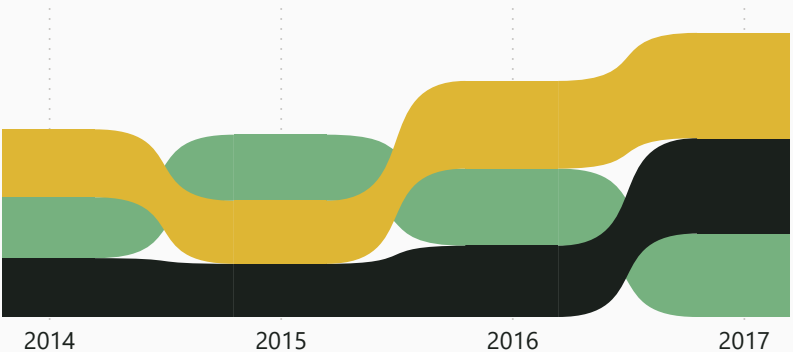


Total Sales



Total Sales by Year and Category

● Furniture ● Office Supplies ● Technology



Year	Profit Prev Period	Total Profit	dev %
2014		\$49 543,97	
2015	\$49 543,97	\$61 618,60	24,37%
2016			
Q1	\$23 309,12	\$11 441,37	↓ -50,91%
Q2	\$11 441,37	\$16 390,34	43,26%
Q3			
July	\$4 750,38	\$4 432,88	↓ -6,68%
August			
1 серпня 2016 р.	\$268,68	\$114,53	↓ -57,37%
2 серпня 2016 р.	\$114,53	\$53,41	↓ -53,36%
3 серпня 2016 р.	\$53,41	\$61,74	15,59%
4 серпня 2016 р.	\$61,74	\$98,07	↑ 58,83%
5 серпня 2016 р.	\$98,07	\$59,12	↓ -39,72%
6 серпня 2016 р.	\$59,12	\$67,51	14,20%
7 серпня 2016 р.	\$67,51	\$86,39	27,96%
8 серпня 2016 р.	\$86,39	\$180,93	↑ 109,44%
9 серпня 2016 р.	\$180,93	\$67,22	↓ -62,84%
10 серпня 2016	\$67,22		↓ -100,00%
11 серпня 2016		\$70,49	
12 серпня 2016	\$70,49	\$14,87	↓ -78,90%
13 серпня 2016	\$14,87	(\$82,31)	↓ -653,33%

Sales Analysis

Perfomance in Category
- Office Supplies
Segment -

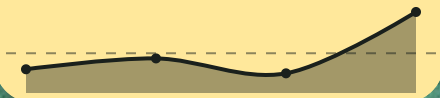
Total Sales

\$278,59

16 avg/mo

▲ 983.3%

MoM% | Nov 17 vs Oct 17



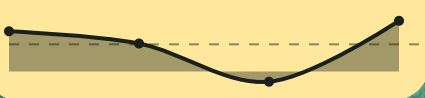
Total Profit

\$50,55

3 avg/mo

▼ -120.3%

MoM% | Nov 17 vs Oct 17



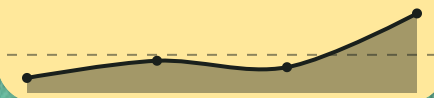
Units Sold

71

4 avg/mo

▼ -87.5%

MoM% | Nov 17 vs Oct 17



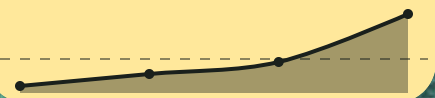
Count of Customers

17

1 avg/mo

▼ -50.0%

MoM% | Nov 17 vs Oct 17



Product name

Storex Dura Pro Bin...

Category

All

Region

All

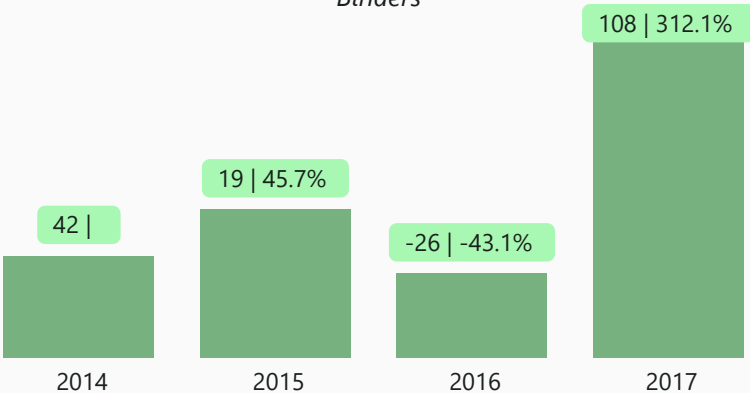
Segment

All

Clear all slicers

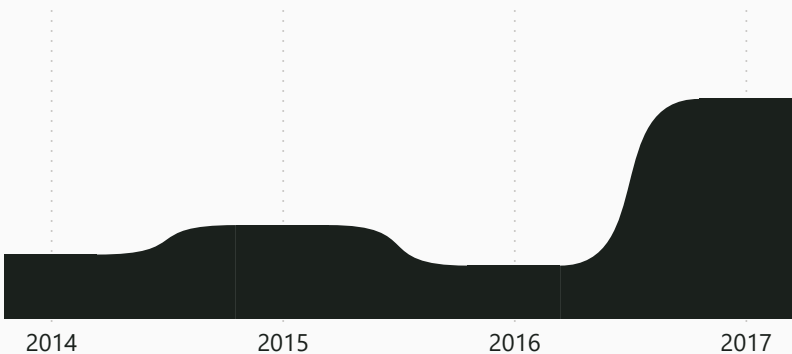
Total Sales

Storex Dura Pro Binders
Office Supplies
Binders

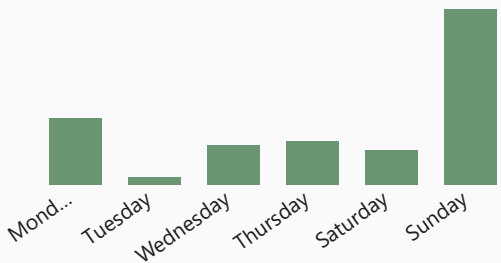


Total Sales by Year and Category

● Office Supplies



Sales by Weekday



Year	Profit Prev Period	Total Profit	dev %
2014		\$18,71	
2015	\$18,71	\$13,01	↓ -30,48%
2016			
Q1	\$17,64	\$5,35	↓ -69,70%
Q2	\$5,35		↓ -100,00%
Q3		(\$3,86)	
Q4	(\$3,86)	(\$6,24)	↑ 61,54%
2017			
Q1			
Q2		\$5,17	
Q3	\$5,17		↓ -100,00%
Q4			
October		\$14,61	
November	\$14,61	(\$2,97)	↓ -120,33%
December	(\$2,97)	\$6,77	↓ -328,00%

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Date

All

Category

All

Region

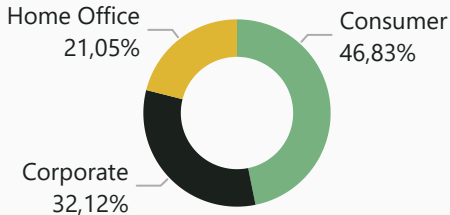
All

Segment

All

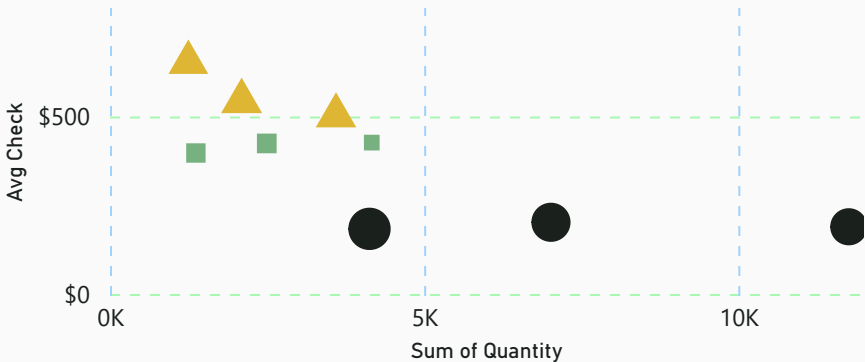
Clear all slicers

Total Profit by Segment



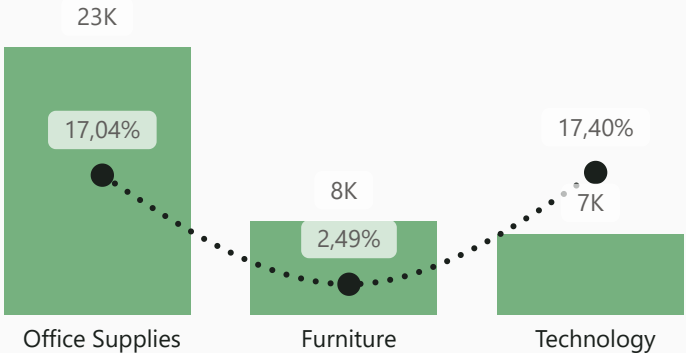
Margin vs. Average Check by Segment and Category

■ Furniture ● Office Supplies ▲ Technology

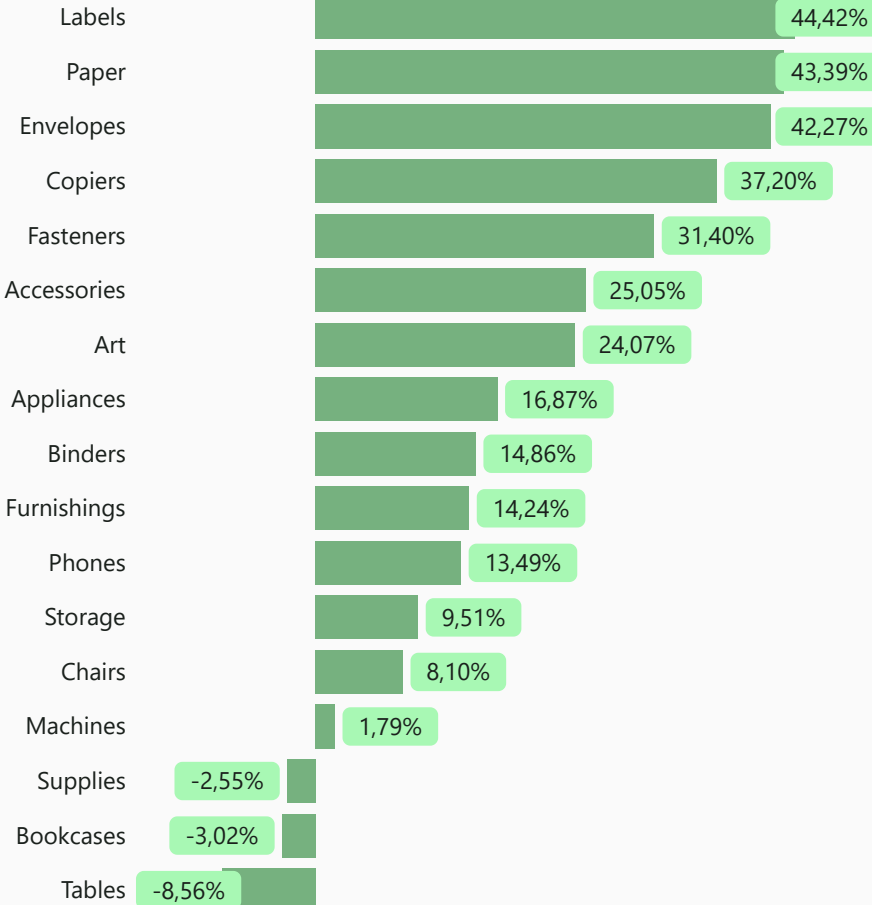


Units Sold by Category

● Units Sold ● Profit Margin



Margin by Sub-Category



RECOMMENDATIONS FOR INCREASING PROFITS

- ✦ Concentrate investments in regions with high profitability - primarily the West, East, (California, New York, Washington).
- ✦ Optimize presence in unprofitable regions and cities - reduce or terminate operations in Texas, Ohio, Pennsylvania, especially in the cities of Houston, San Antonio, Philadelphia.
- ✦ Redistribute resources from the Central region - in favor of the West, where Furniture brings more profit.
- ✦ Expand the range of the most profitable categories and products: Technology and Office Supplies, Copiers, Phones, Paper, Accessories.
- ✦ Increase the stock of top models (Canon, Fellowes, HP).
- ✦ Reduce the presence of Furniture categories in unprofitable regions
- ✦ Focus on the Consumer segment - brings the most profit.
- ✦ Rethink the strategy in Texas - despite the number of customers, there is no profit.
- ✦ Use the "city → state" strategy - first conquer leading cities, which will allow you to strengthen position in the state.

