

OFFUTURE

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Agenda



1 Sales Performance over Time

2 Categories and Individual Products

3 Location-based performance

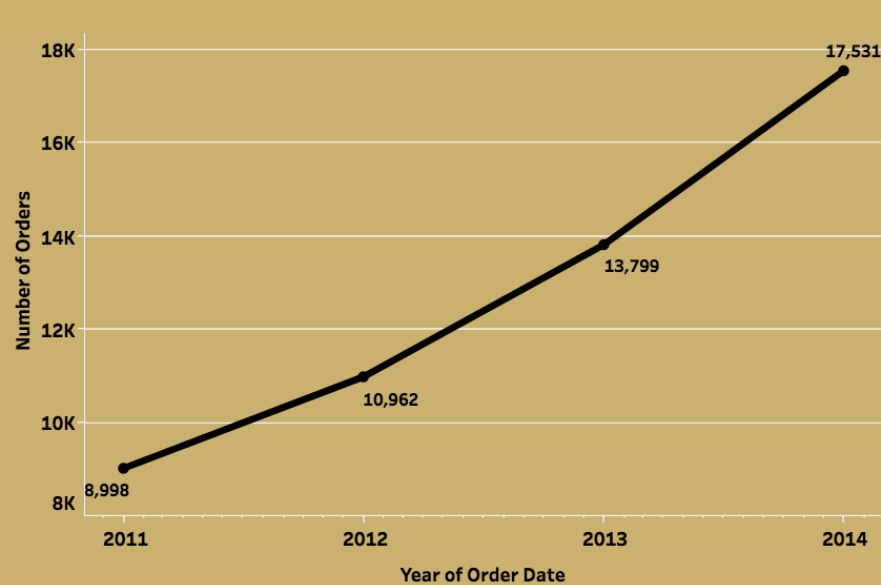
4 Discounts

Sales Results by Year

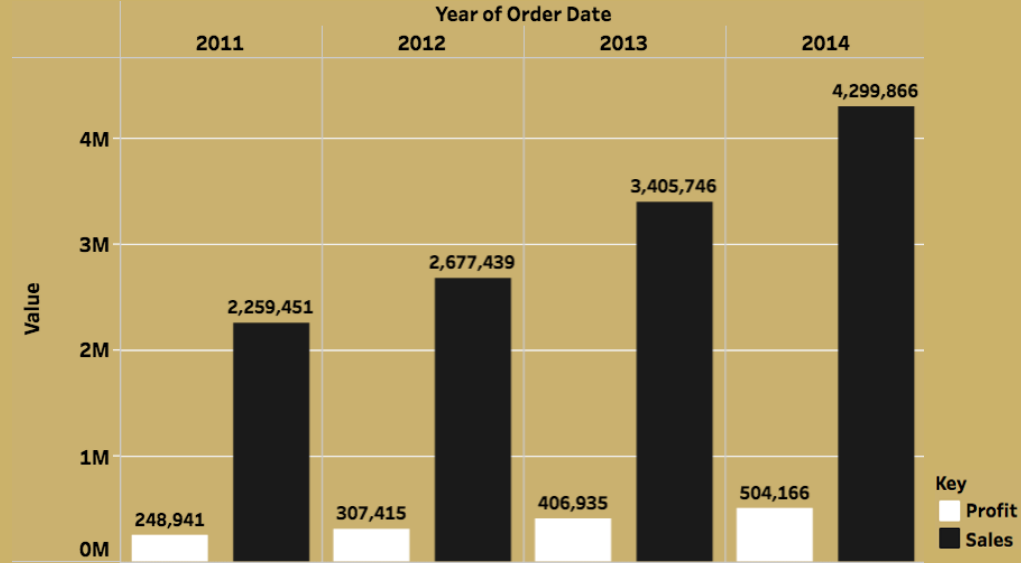
(2011-14)



Number of orders over time



Sales & Profit over time



Summary Values:

Total Sales	\$12,642,501.91
Total Profits	\$1,467,457.29
Total Orders	51,290

Year-on-year % change in sales:

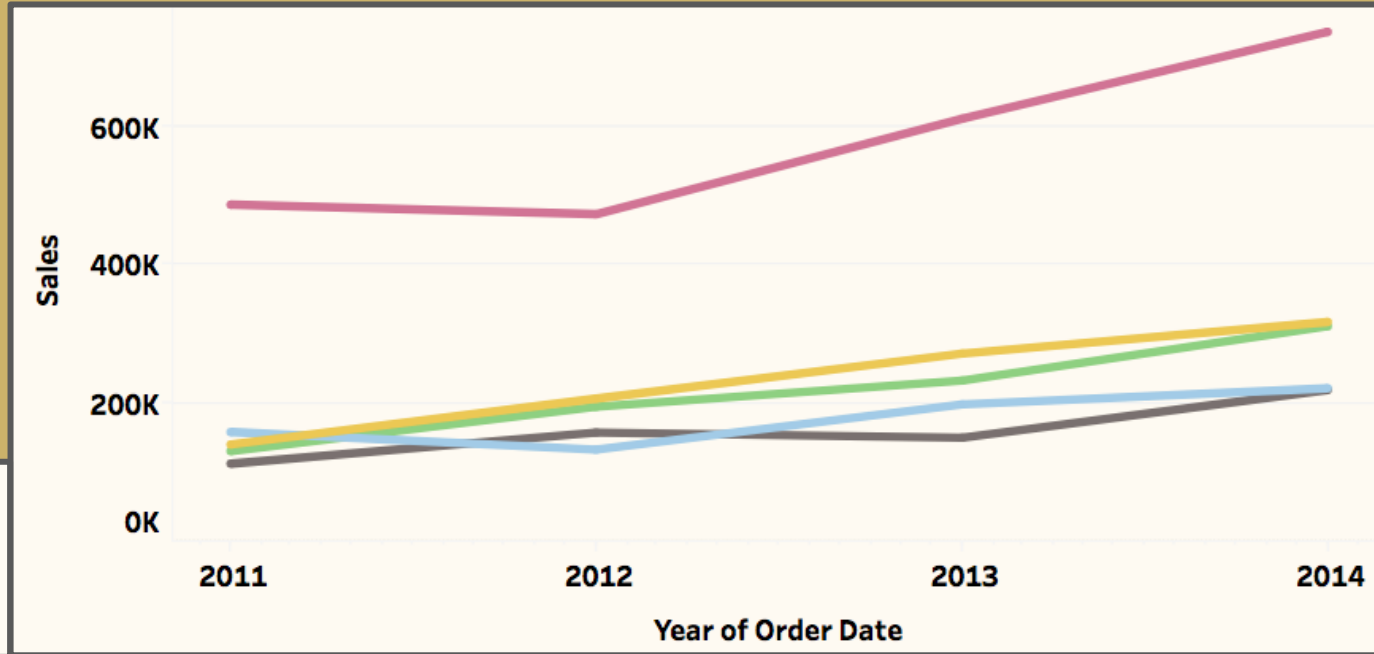
2011-2012	18.5%
2012-2013	27.2%
2013-2014	26.3%

Sales Results by Year



OFFUTURE
THE FUTURE OF OFFICE SUPPLIES

Sales by Country

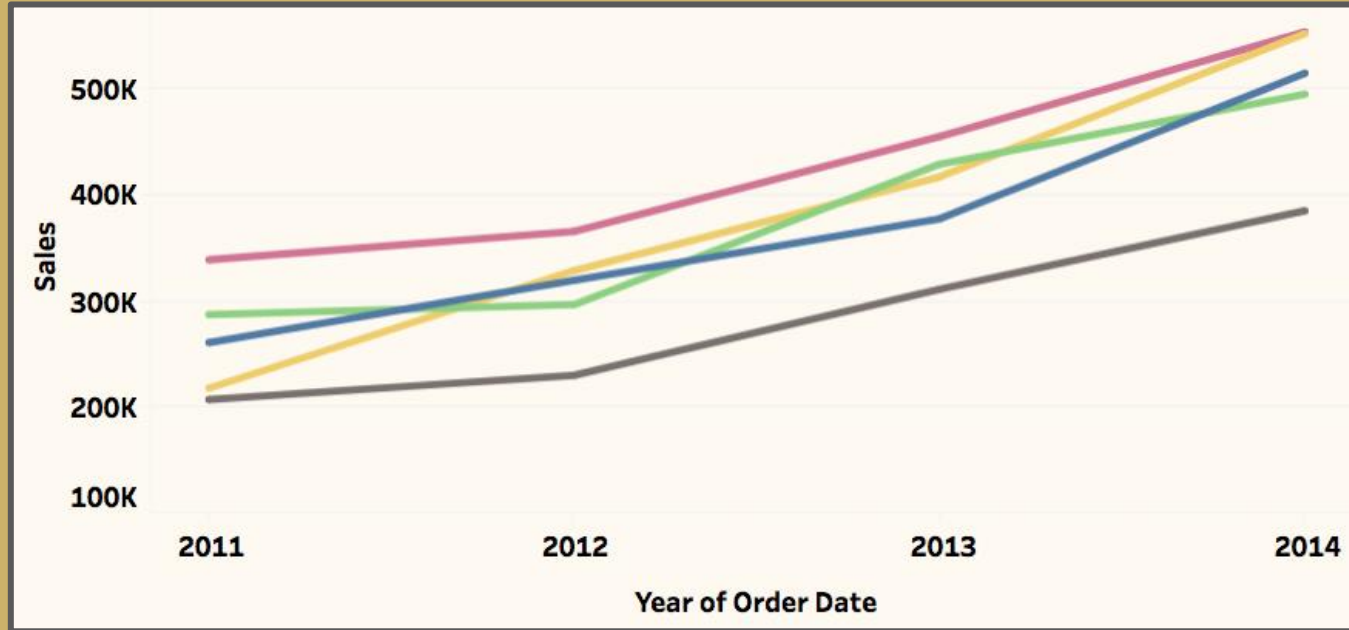


From 2012, US Sales grew at a much higher rate than the other top five countries, despite US sales falling from 2011-12

Sales Results by Year



Sales by Product
Sub-Category



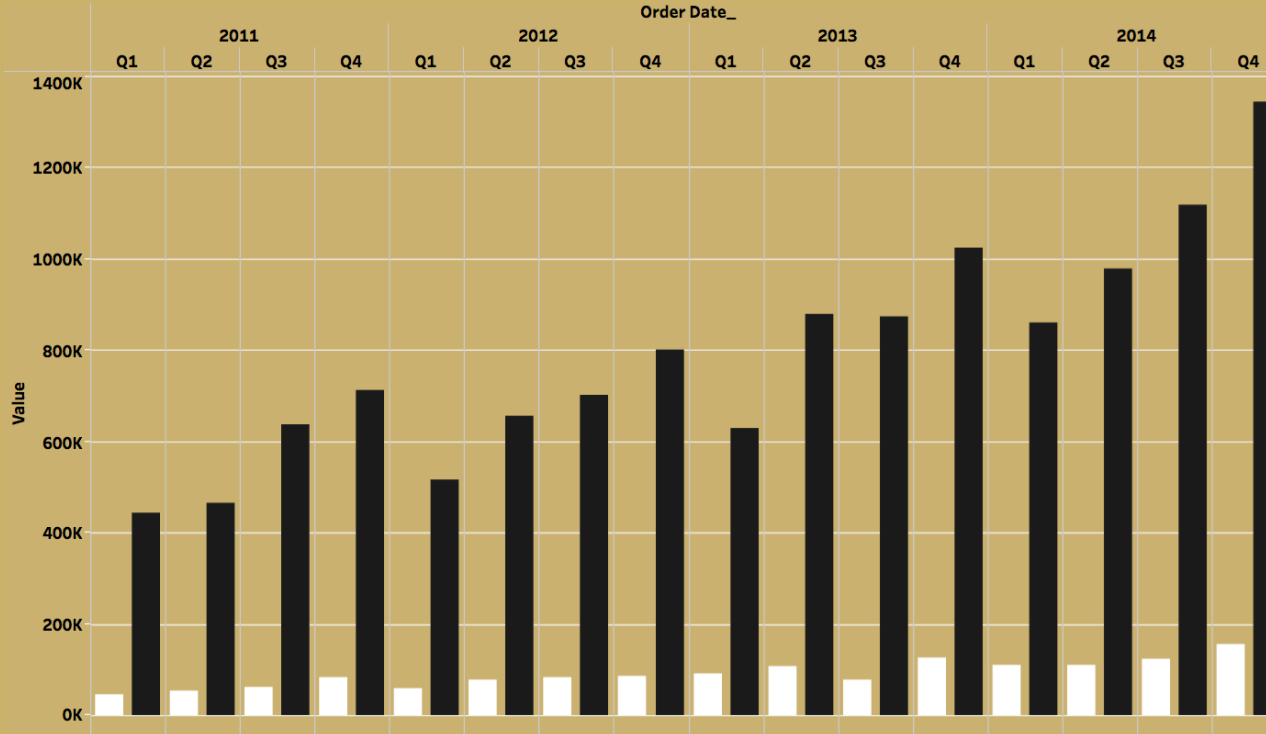
- Sales for phones, chairs and storage had a greater rate of growth after 2012
- Copiers and bookcases grew pretty consistently throughout the period

Sales Results by Quarter

(2011-14)



Sales by quarter



Key
 Profit
 Sales

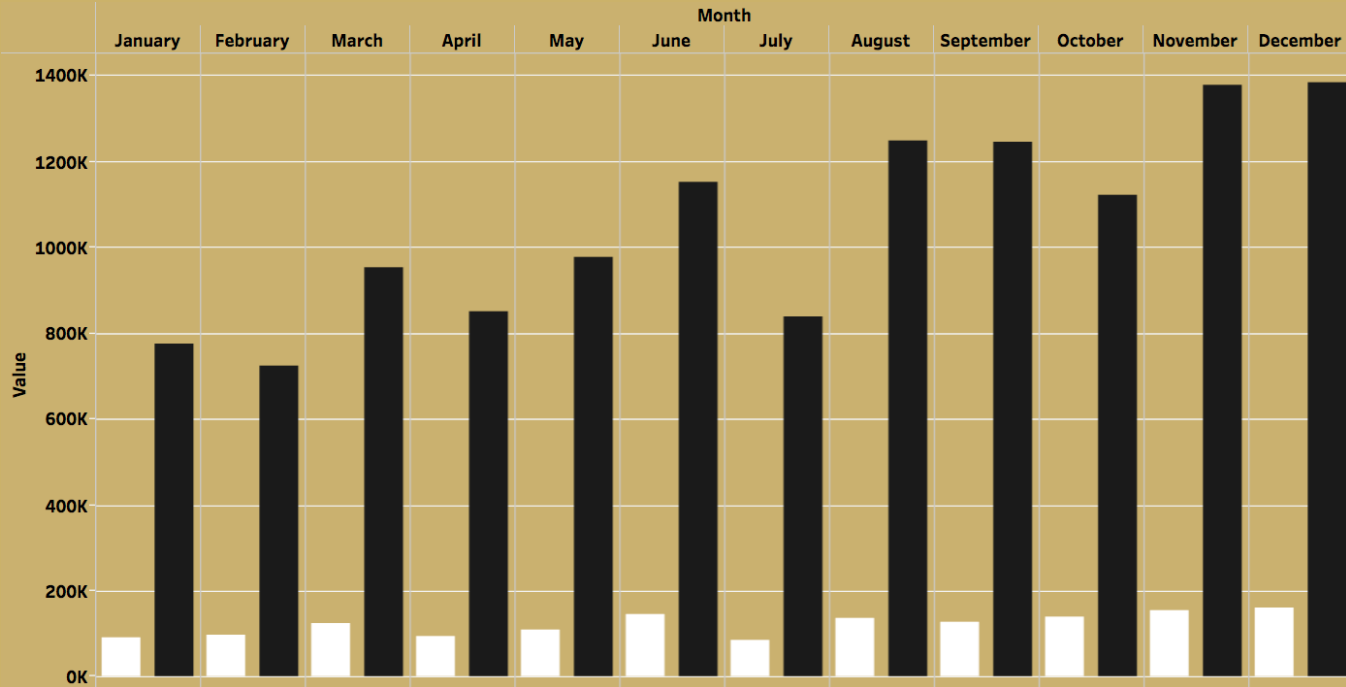
Average Quarterly Sales throughout the period

Q1	612,488.50
Q2	745,100.50
Q3	832,596.25
Q4	970,440.75

Sales Results by Month



Sales by month



Key

Profit

Sales

Best Performing Months:

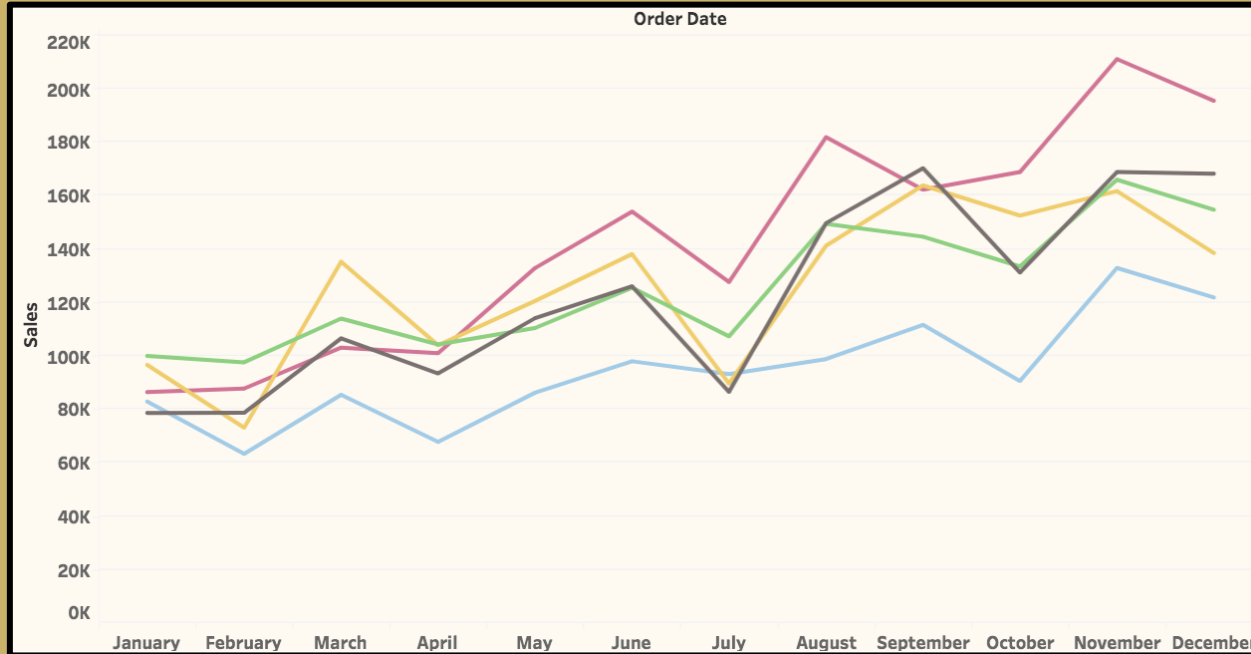
December
November

Worst Performing Months:

February
January

Sales Results by Month

Sales by Product Sub-category



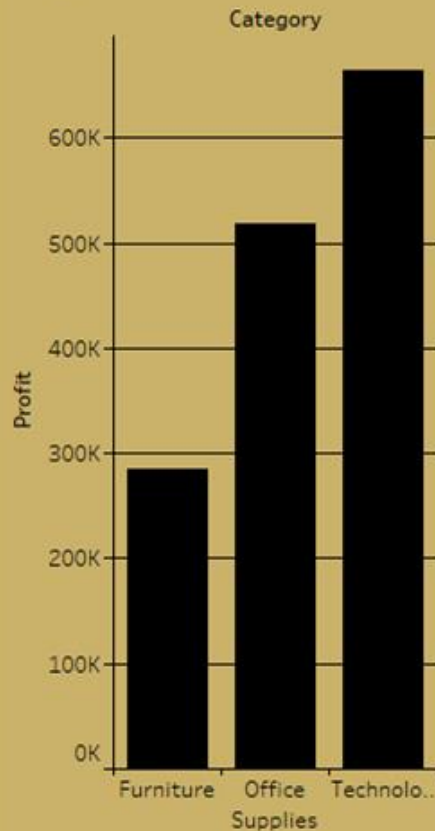
Best Performing Product Sub-Category by Month:

Chairs: January, February, April
Copiers: March
Phones: May, June, July, August, October November, December
Bookshelves: September

Category Profit



Categories and Profit



3 Categories

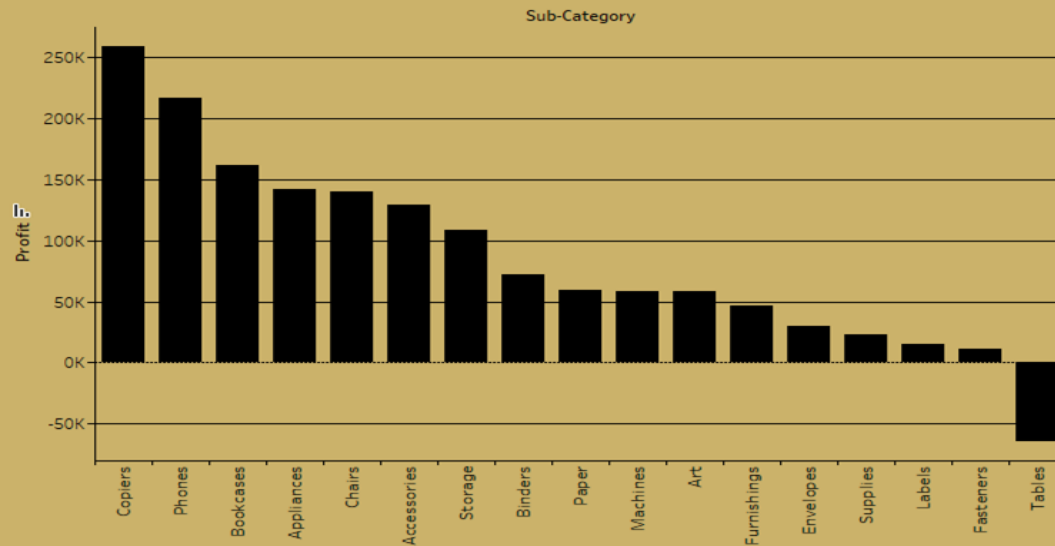
Most Profitable category : Technology \$663778.73

17 Sub-Categories

Best performing sub category : Copiers \$258567.55

Worst performing sub category : Tables -\$64083.39

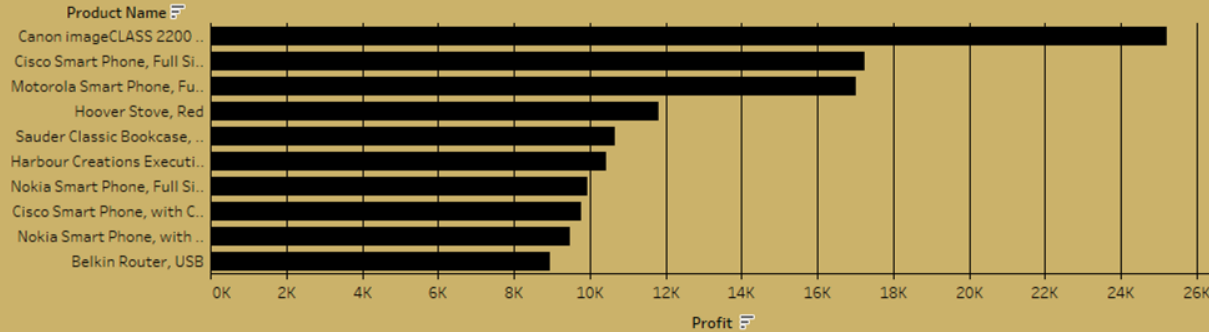
Sub-Category Profit



Individual Product Performance



Top 10 Best Performing Products



38926 products

Best performing product: Canon imageCLASS 2200 Advanced Copier with profit of \$25199.93

Worst performing product: Cubify CubeX 3D Printer Double Head Print with profit of -\$8879.98

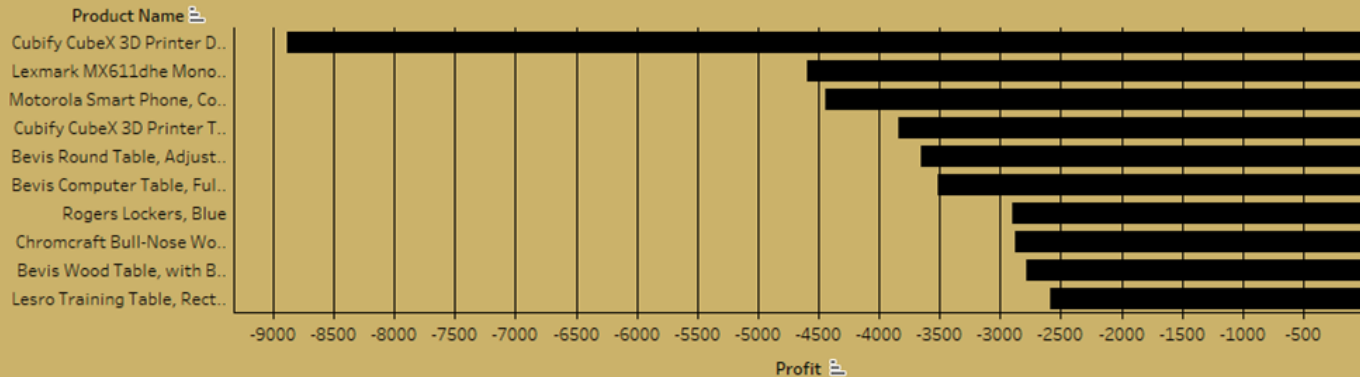
Total Profit made by Top 10 Best performing Products:

\$130518.12

Total Profit Loss by Top 10 Worst performing Products:

-\$40049.91

Top 10 Worst Performing Products



Product Prices

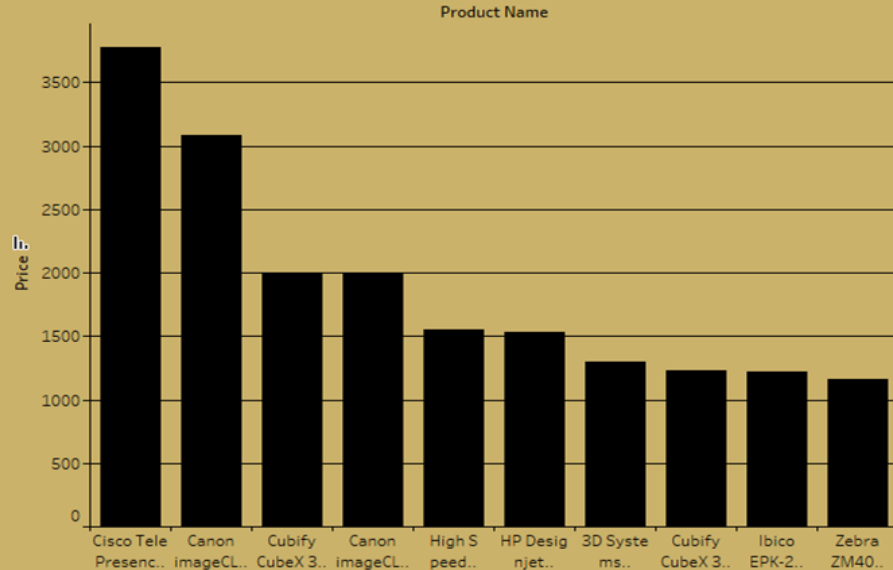


Cheapest Product: Avery Reinforcements for Hole-Punch Pages

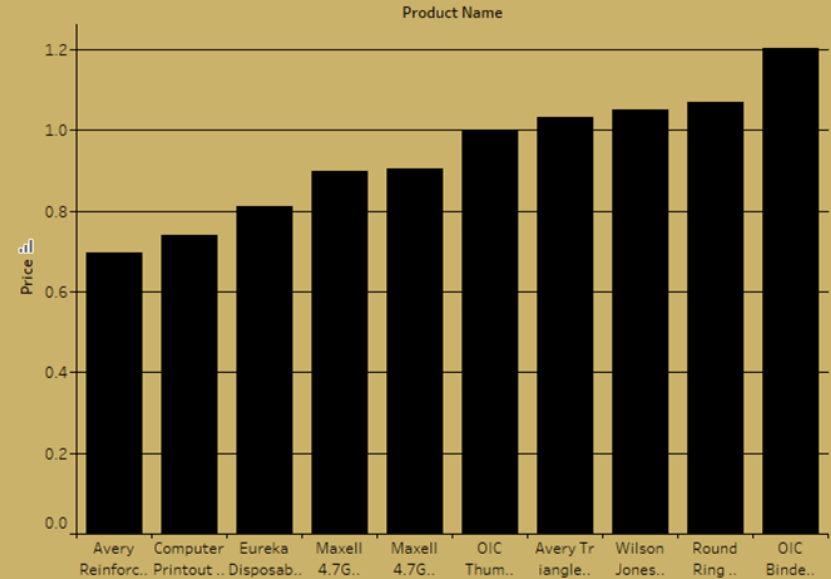
Most Expensive product: Cisco TelePresence System EX90 Video-conferencing Unit

Most Purchased Product : Binney & Smith Sketch Pad, Blue

Product Price



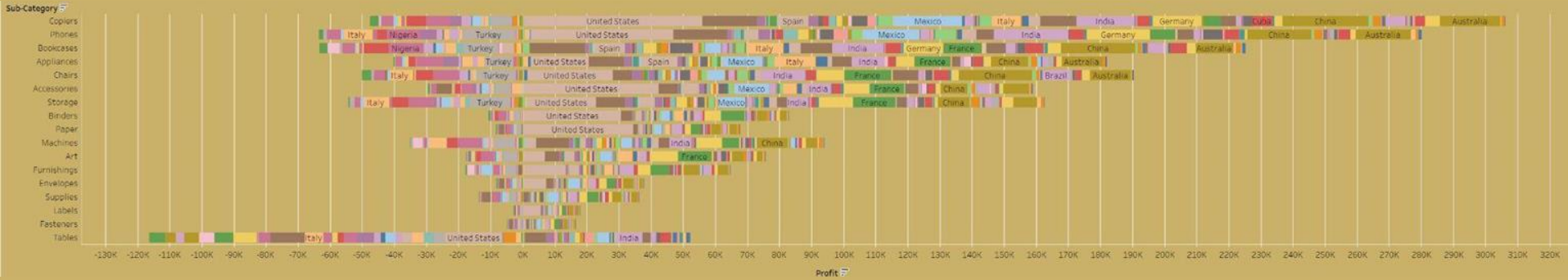
Product Price



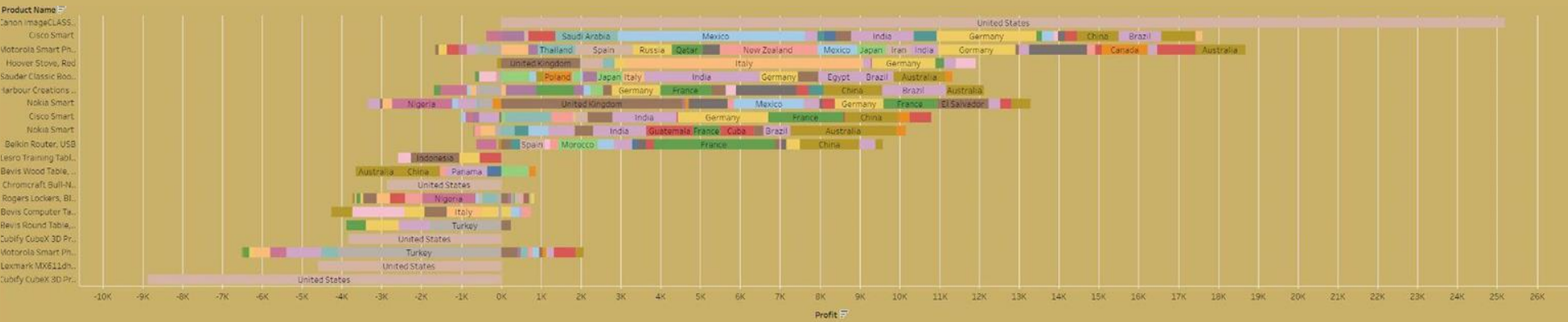
Most Profitable Products By Location



Sub-Product Profits Per Country



Product Profits Per Country



Average Shipping Costs Per Country



Avg. Shipping Cost



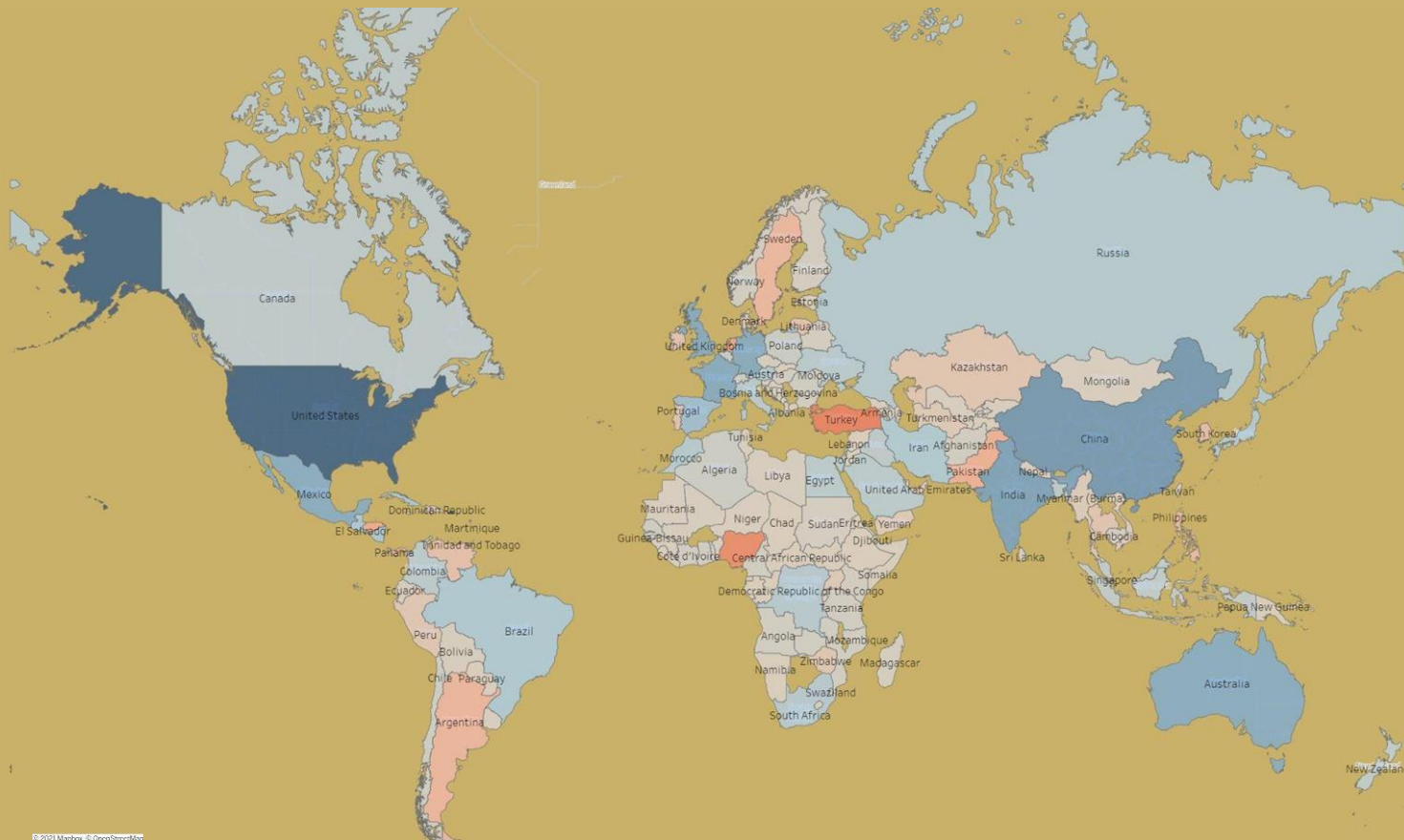
**Highest Shipping Costs -
Taiwan, Chad and Lesotho**

**Lowest Shipping Costs -
Equatorial Guinea, Eritrea
and Uganda**

Total Profits In Each Country



Profit



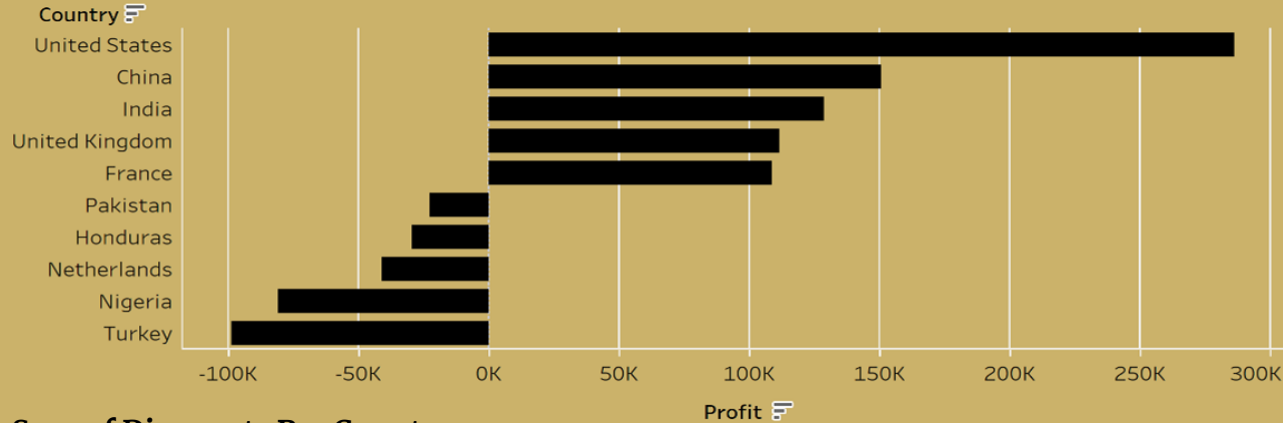
US - highest sales and highest profits at **\$2,300,000** and **\$285,000** respectively
Equatorial Guinea - lowest sales at **\$151**
Turkey - least profit, returning **-\$100,000**

Out of all **123** countries, **29** return a loss

Profits & Discounts Per Country

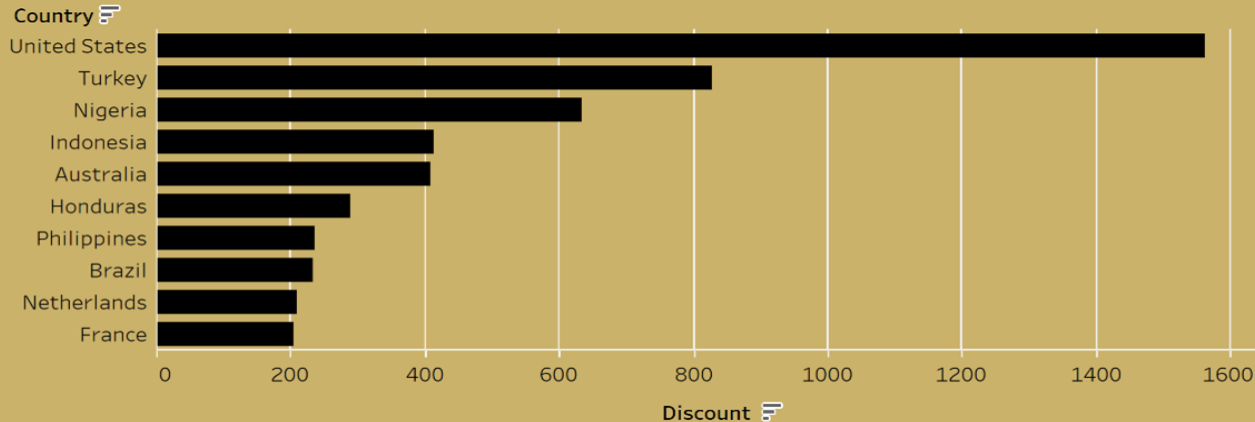


Total Profits Per Country



Difference between first and second countries (US & China) is \$135,000

Sum of Discounts Per Country



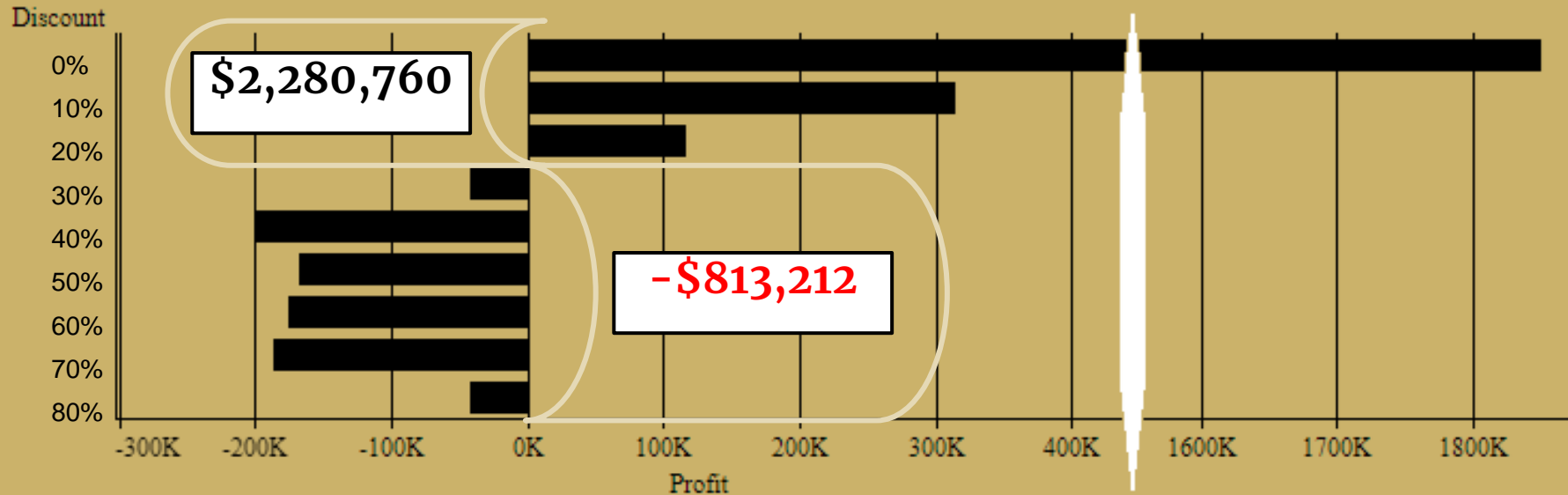
87 countries had not received a discount
6 countries are present in both graphs

Discounts



High-discount losses cost more than $\frac{1}{3}$ of the profit from low-discount / non-discounted sales

Total Profit from each Discount band

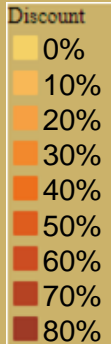


Discounts for the Least Profitable Products



Pattern of discount doesn't match what's expected from just clearing old stock

Product Name	Order_Date / Semester							
	2011		2012		2013		2014	
	H1	H2	H1	H2	H1	H2	H1	H2
Cubify CubeX 3D Printer Double Head Print				60%		60%	20%	
Lexmark MX611dhe Monochrome Laser Printer		20%					10% 60%	
Motorola Smart Phone, Cordless	10%	10% 20%		10% 20%	20%	10% 60% 60%	10%	10% 30% 30%
Cubify CubeX 3D Printer Triple Head Print								40%
Bevis Round Table, Adjustable Height		60%			20%	20%	20% 60%	
Bevis Computer Table, Fully Assembled	20%	20% 20%		20%	10% 60% 60%	10% 20%	20% 20%	10% 60%
Rogers Lockers, Blue	10% 20%	10% 20%	10% 20%	10% 20% 20%	10% 20% 20%	10%	10% 20% 20%	10% 20% 20%
Chromcraft Bull-Nose Wood Oval Conference Tables & Ba..	20%		20%			10%		20% 20%
Bevis Wood Table, with Bottom Storage		10% 20%		60%	20% 60%	10%	20% 20%	20%

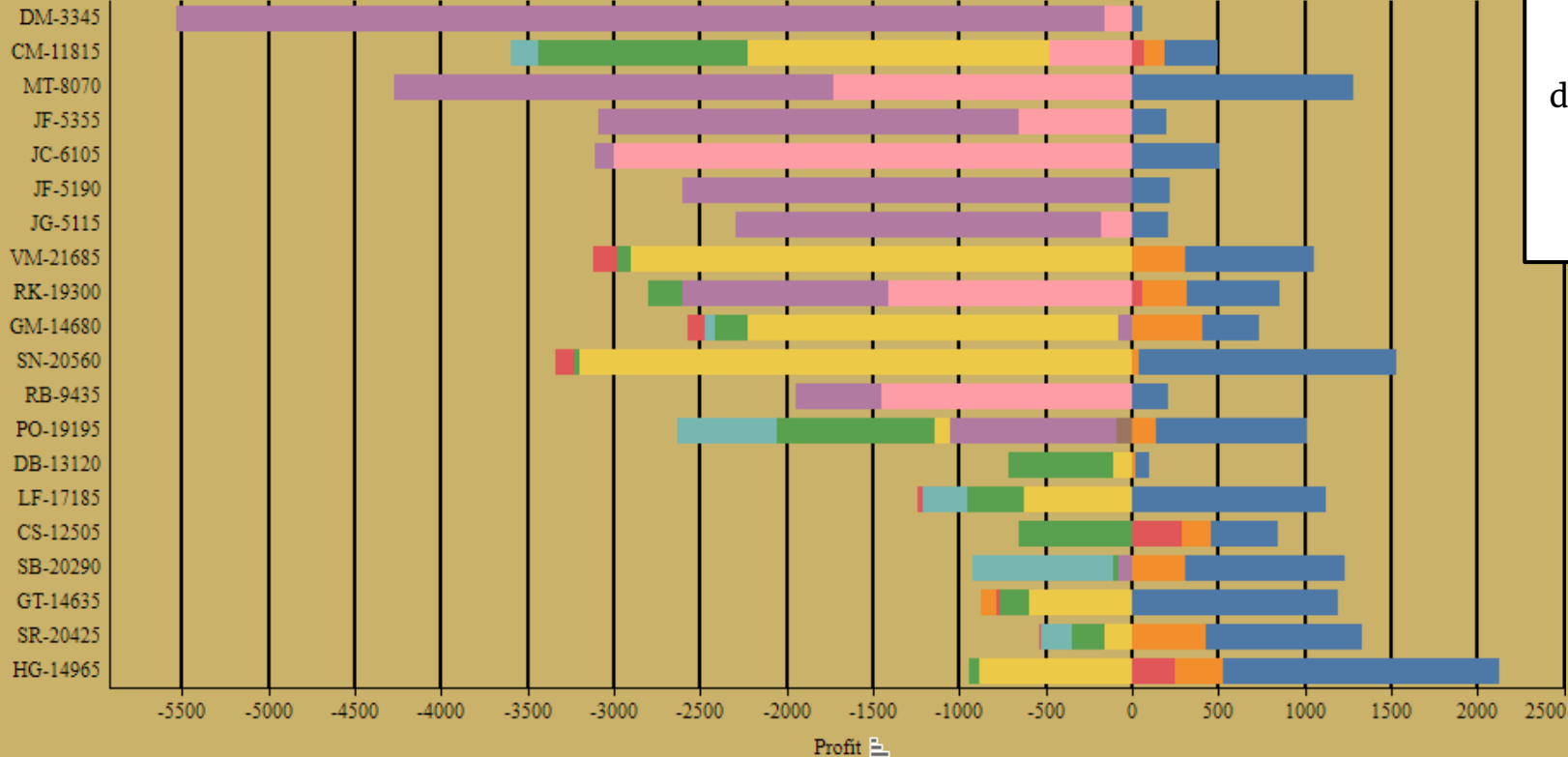


Discounts for the Least Profitable Customers



Some of the biggest discounts go to the least profitable customers

Custom...

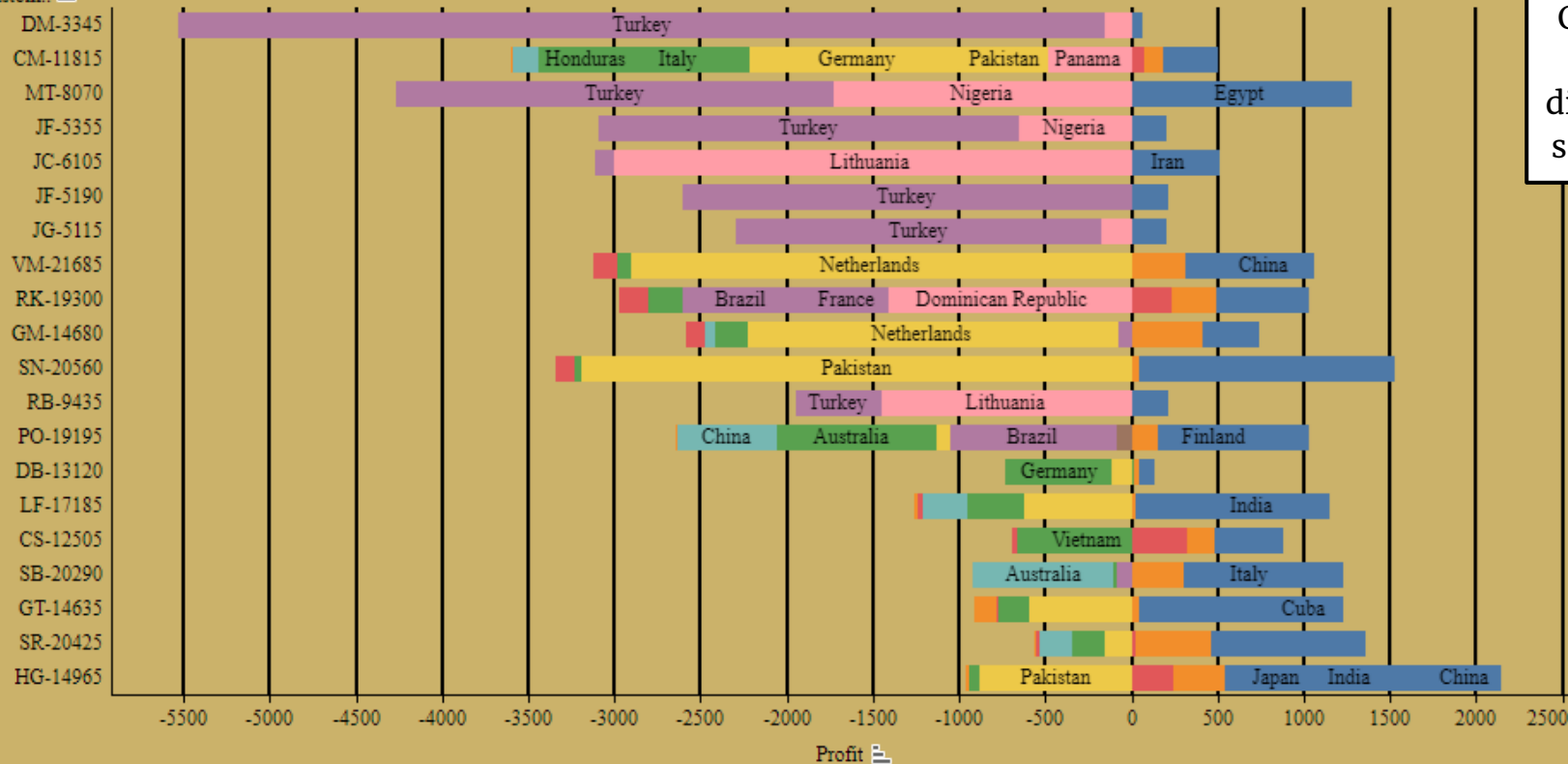


Discounts for the Least Profitable Customers



Customers are getting big discounts in the same countries

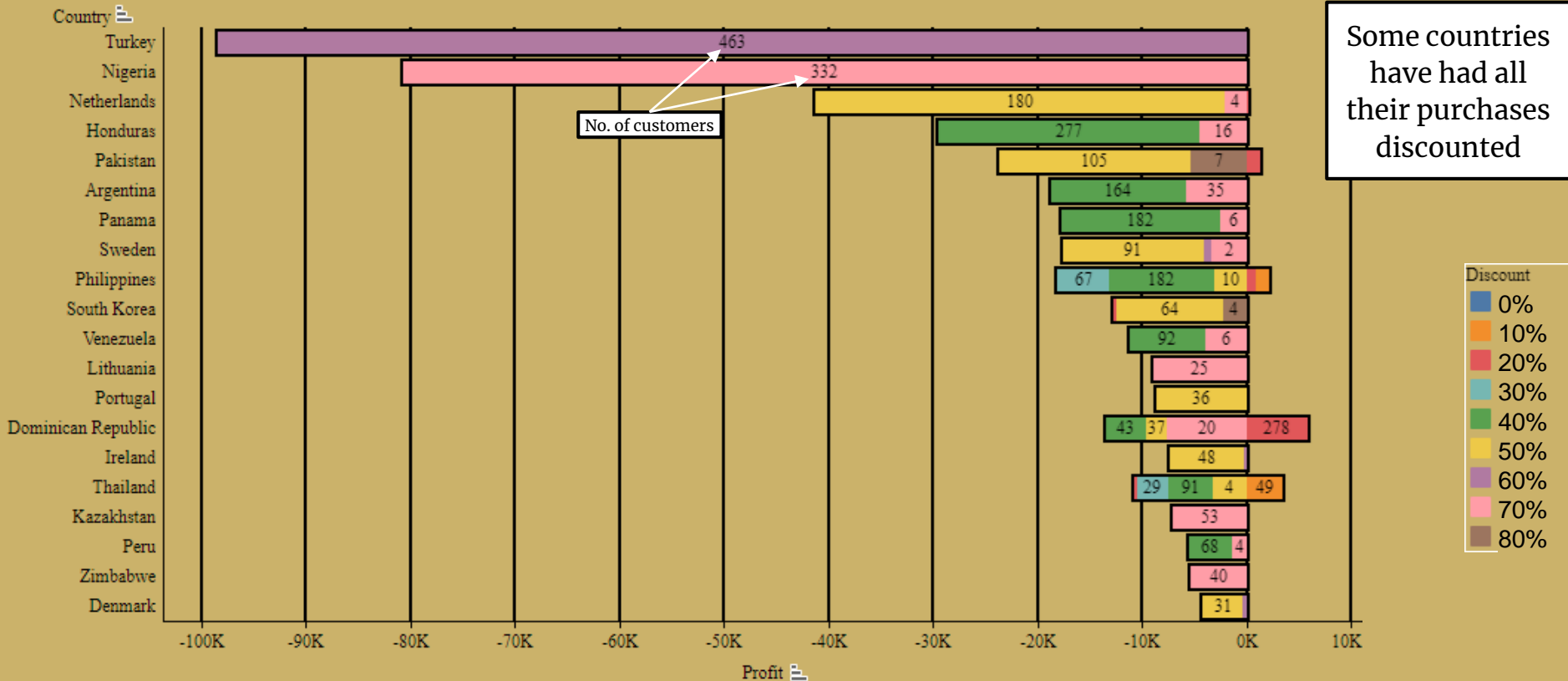
Custom...



Discounts for the Least Profitable Countries



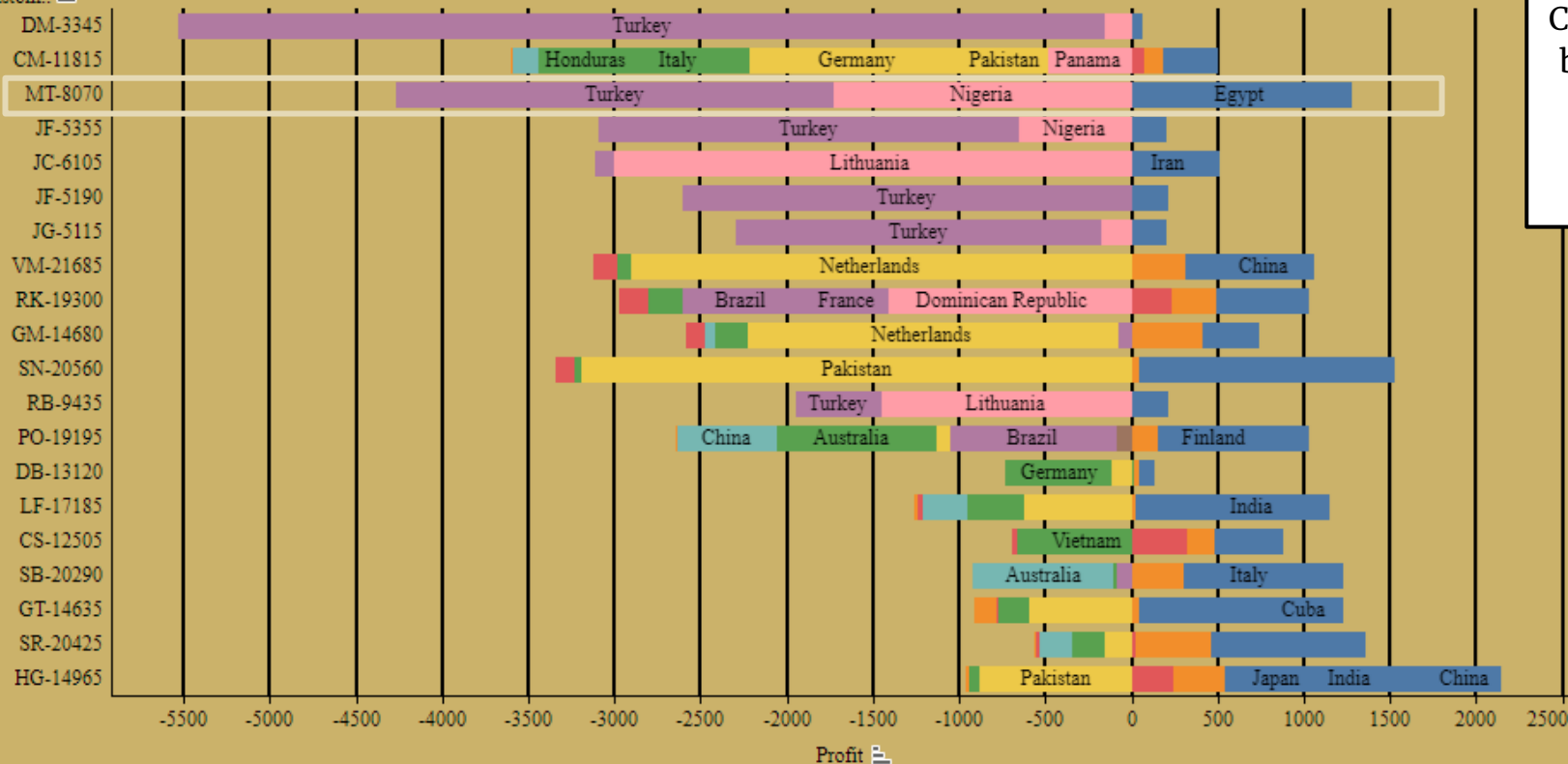
Some countries have had all their purchases discounted



Discounts for the Least Profitable Customers



Custom...



Customers may be purchasing in alternate countries for the discount



Summary and Key Findings



Investigation into the causes of the large sales growth the US market had in 2013

Most profitable category is Technology and best performing product is Canon imageCLASS 2200 Advanced Copier

US is the biggest place of business and certain sub-categories are popular in different regions

Further investigation is needed into the discounts applied in different countries

Thank You.

Any further Questions?