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BUSINESS PERFORMANCE ANALYSIS FOR GLOBAL RETAIL

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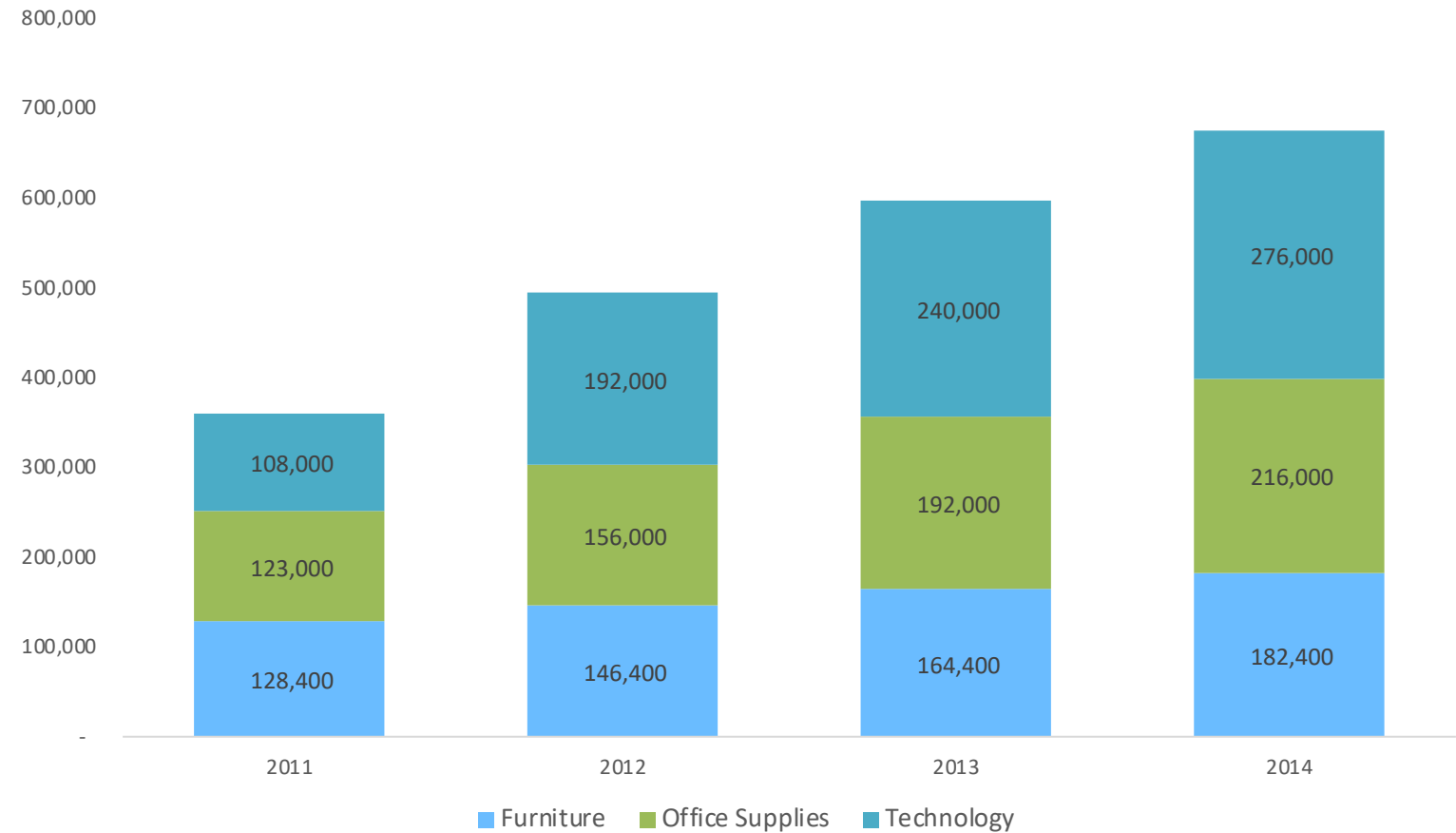
- Overview on Target
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- Sales Overview
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- Conclusion

OVERVIEW ON TARGET BY CATEGORIES

- In overall, target increased year by year across all categories, hence total targets also increased over years.
- However, the increasing percentages decreased such as 2012 target increased 38% vs 2011 target, but 2014 only increased 13% vs 2013 target.

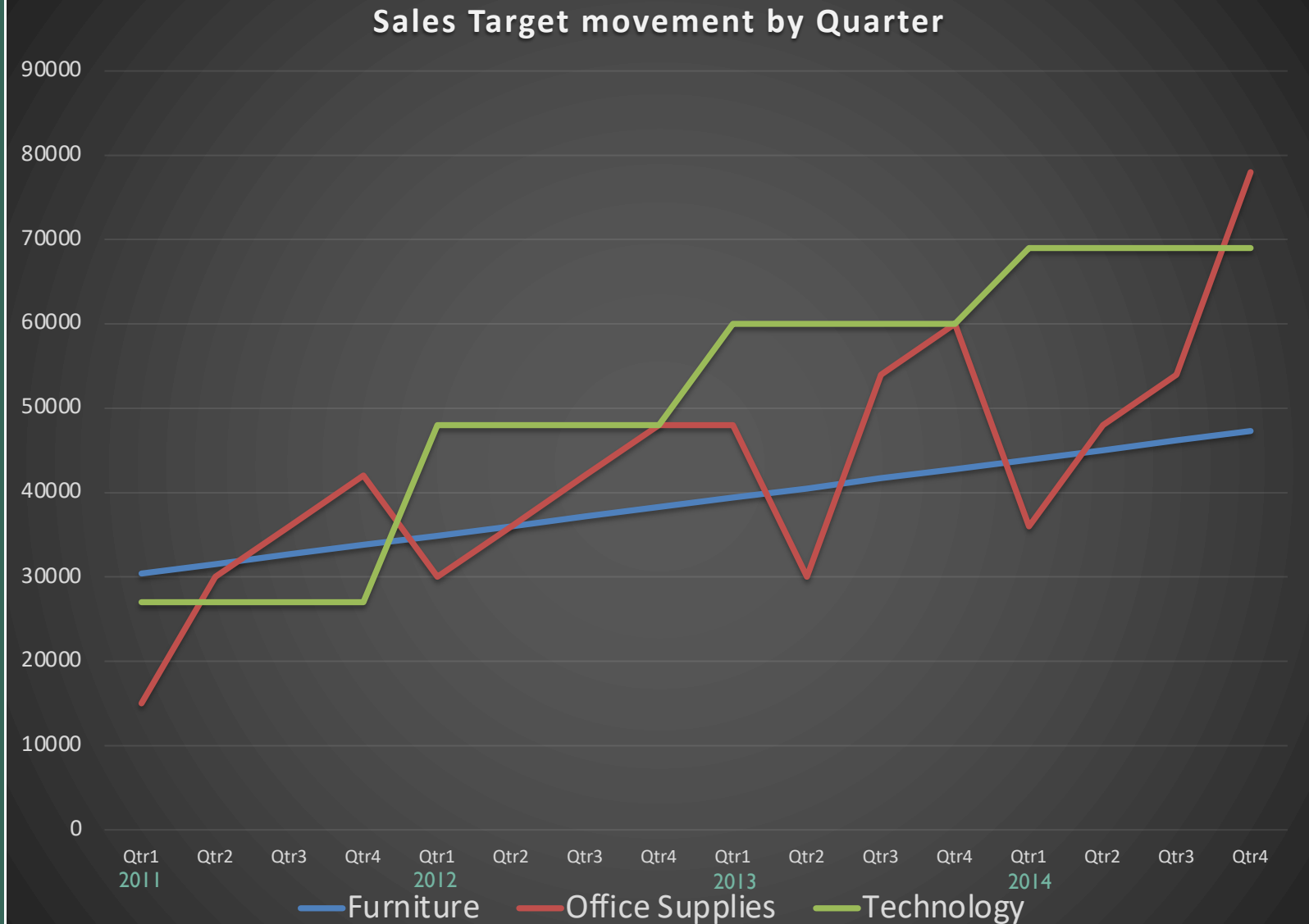
Year	2011	2012	2013	2014
Total target	359,400	494,400	596,400	674,400
		2012 vs 2011	2013 vs 2012	2014 vs 2013
% Change		38%	21%	13%

Target Year by Categories



TARGET MOVEMENT BY QUARTER

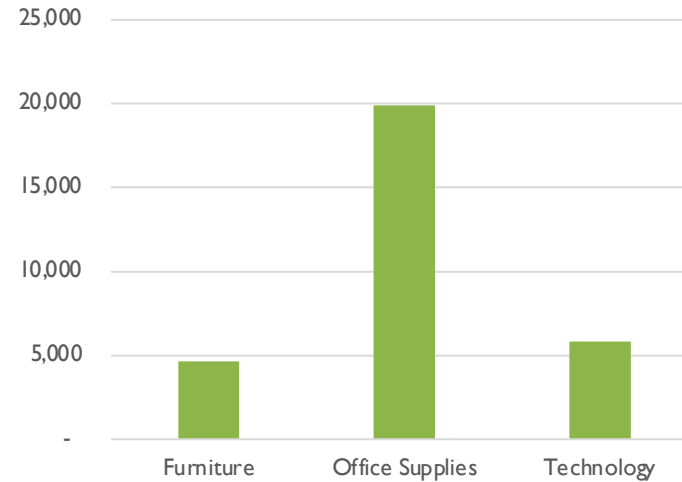
- The target of Office Supplies fluctuated over time, such as dropped at Qtr 1 of 2012, Qtr 2 of 2013 and Qtr 1 of 2014, and finally peak at Qtr 4 of 2014. This can be seen that Office Supplies was a seasonal product because its low season was the 1st half of a year, and the peak season was the second half of the year.
- Furniture's target was with a steady increase between 2011 to 2014.
- Technology's target seemed to be only increased once at the beginning of the year and the year target was divided equally for 4 quarters.



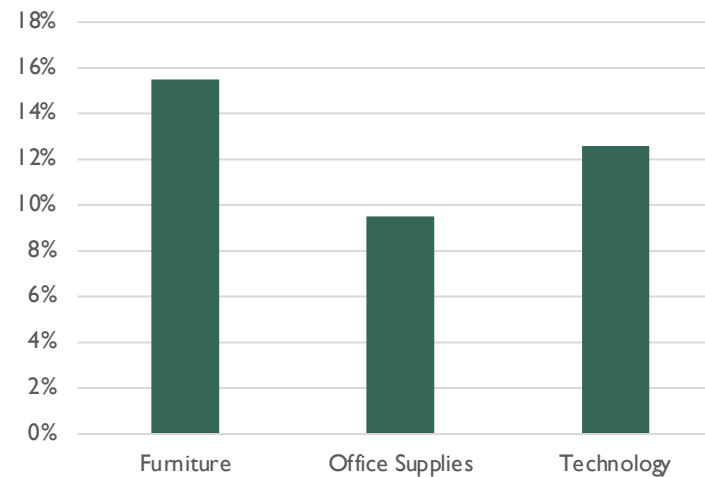
SALES OVERVIEW BY CATEGORIES

- Despite the lowest average amount of discount, Office Supplies still had the highest quantity of sales and the highest revenue. Based on this, Office Supplies' sales could be seen low depending on promotion.
- In the contrast, even though Furniture and Technology had higher average of discount amount, but their sales were far lower than Office Supplies. This raised a message about the efficiency of promotion programs, and the product performance. Because better promotion but still low quantity of sales and low revenue income.

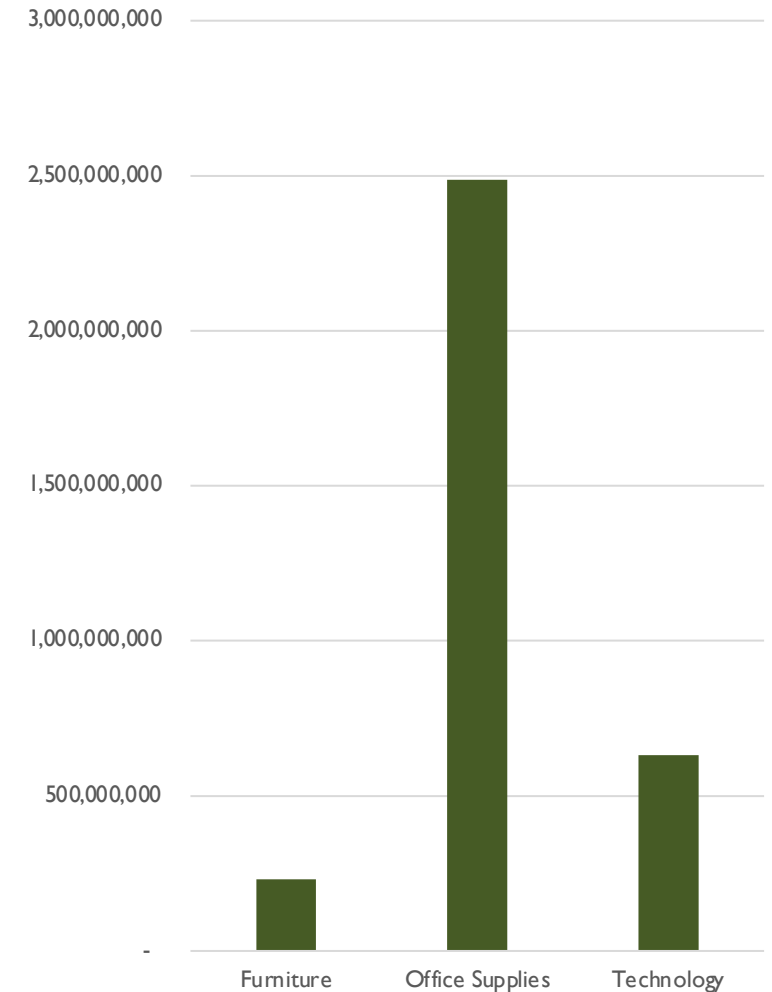
Quantity of Sales



Average of Discount



Income

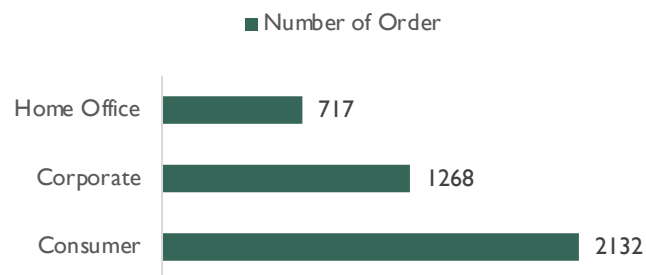


$$\text{Income} = \text{Sales} \times \text{quantity of Sales}$$

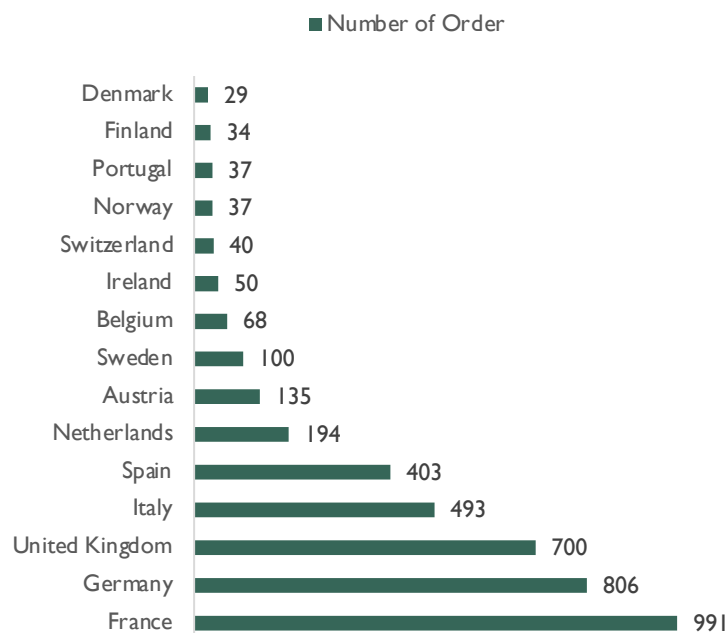
NUMBER OF ORDER

- Looking at the segment perspective, Consumer segment was the biggest market among 3 segments.
- France was the largest market with highest number of order, it means that France had the highest demand for our products across all 3 segments.

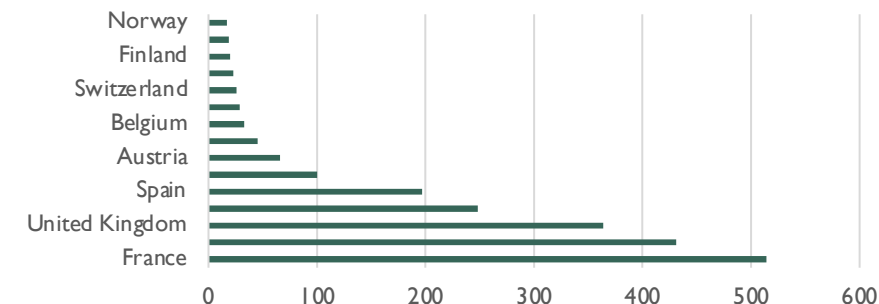
Number of Order by Segment



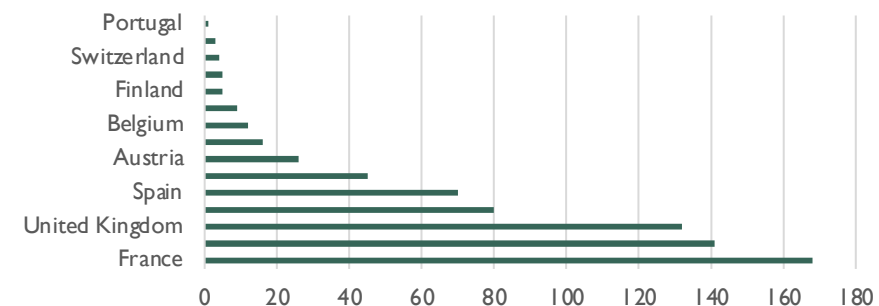
Number of Order by Country



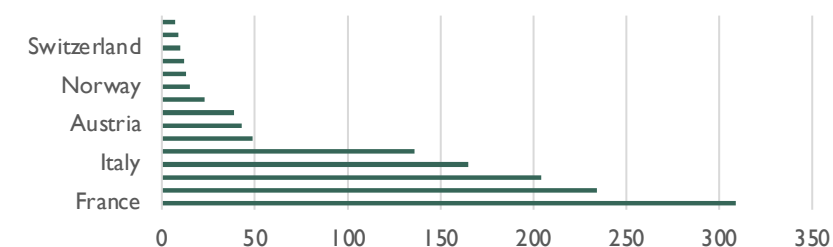
Consumer segment



Home Office segment



Corporate segment



CONCLUSION

- Target increased over the years from 2011 to 2014. However, the increasing percentages decreased this means that the market development speed had been slow down in those years.
- Target movement between quarters were different between categories.
- Office Supplies was the best categories with highest demand and highest revenue. Need to review the efficiency of promotion and product performance of Furniture and Technology categories.
- France was the biggest market with highest demand, and Consumer was the segment having highest demand for product with highest quantity of order.



THANK YOU

