SALES OVERVIEW

Order Date	Category	Market	Segment
All	All	All	All

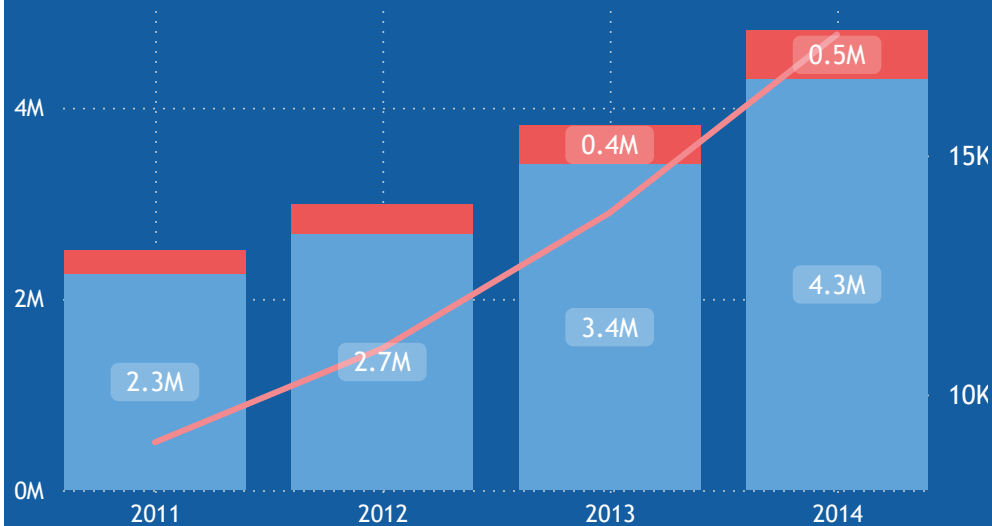| TOTAL ORDERS	TOTAL REVENUE	TOTAL PROFIT	AVG Processing Time
25035	13M	1.5M	3.97

Order Sales and Profit

● Total Sales   ● Total Profit   —— Total orders

- 2011: 2.3M
- 2012: 2.7M
- 2013: 3.4M / 0.4M
- 2014: 4.3M / 0.5M

Sales by Market

- APAC: 3.6M / 0.4M
- EU: 2.9M
- US: 2.3M
- LATAM: 2.2M
- EMEA: 0.8M
- Africa: 0.8M
- Canada

● Total Sales   ● Total Profit

Sales by Category

- 5M (37.53%)
- 4M (29.96%)
- 4M (32.52%)

● Technology   ● Furniture   ● Office Supplies

Sales by Segment

- 7M (51.48%)
- 4M (30.25%)
- 2M (18.27%)

● Consumer   ● Corporate   ● Home Office
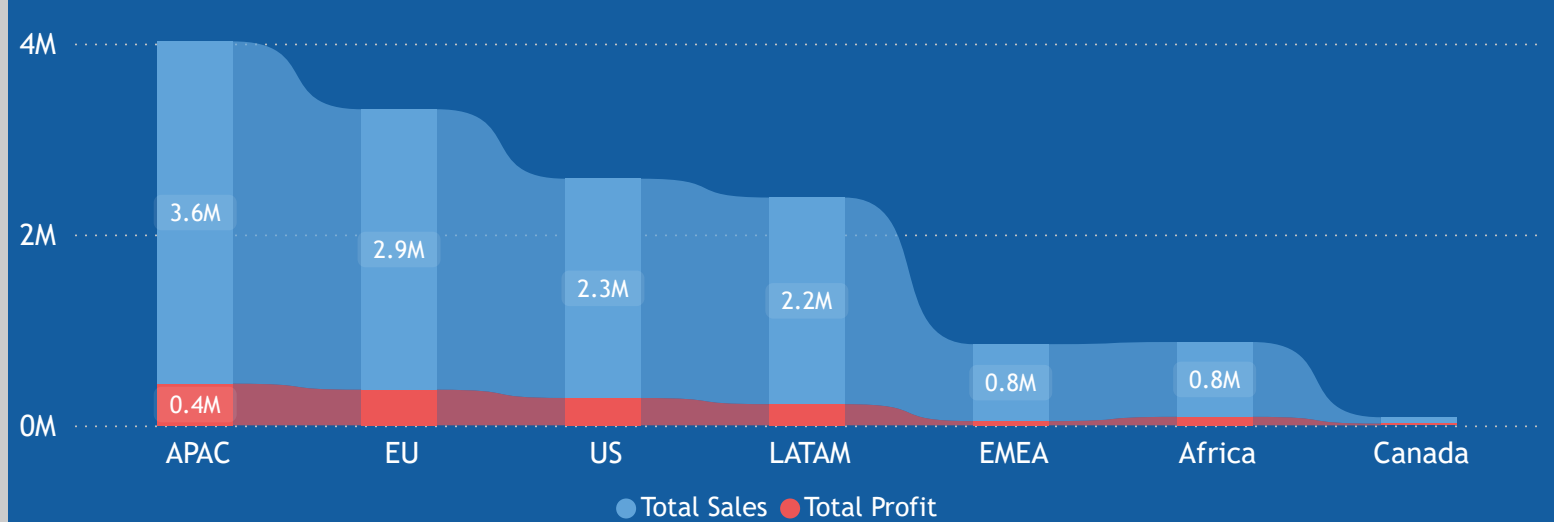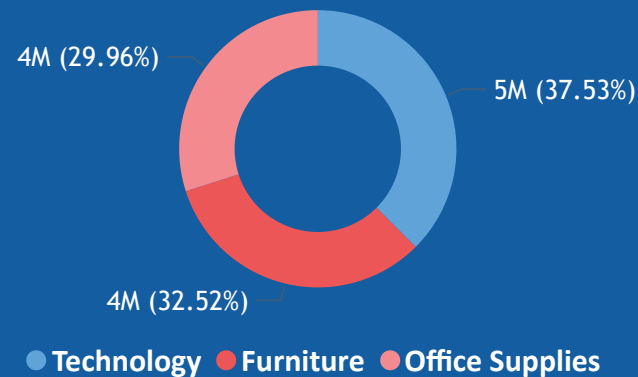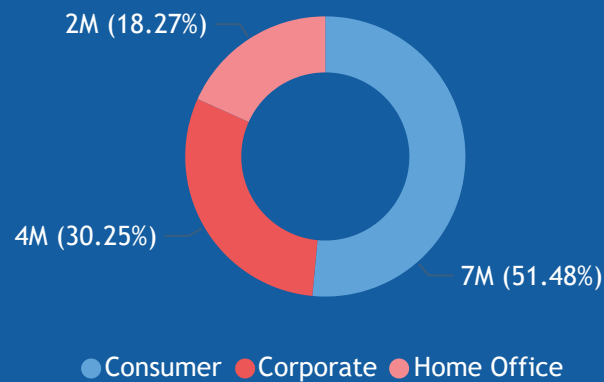
High Profit Sub-Category

Sub-Category	Value
Copiers	0.26M
Phones	0.22M
Bookcases	0.16M
Appliances	0.14M
Chairs	0.14M

SALES ANALYSIS

Order Date	Category	Market	Segment
All	All	All	All

TOTAL ORDERS	TOTAL REVENUE	TOTAL PROFIT	AVG Processing Time
25035	13M	1.5M	3.97

Profit Margin by Sub-Category

Sub-Category	Profit Margin
Paper	19.7%
Labels	12.0%
Envelopes	9.0%
Accessories	8.7%
Copiers	7.2%
Art	6.6%
Fasteners	5.6%
Furnishings	5.4%
Supplies	4.3%
Phones	4.2%
Chairs	2.5%
Bookcases	1.5%
Storage	1.3%
Binders	-0.1%
Appliances	-0.2%
Machines	-4.4%
Tables	-24.2%
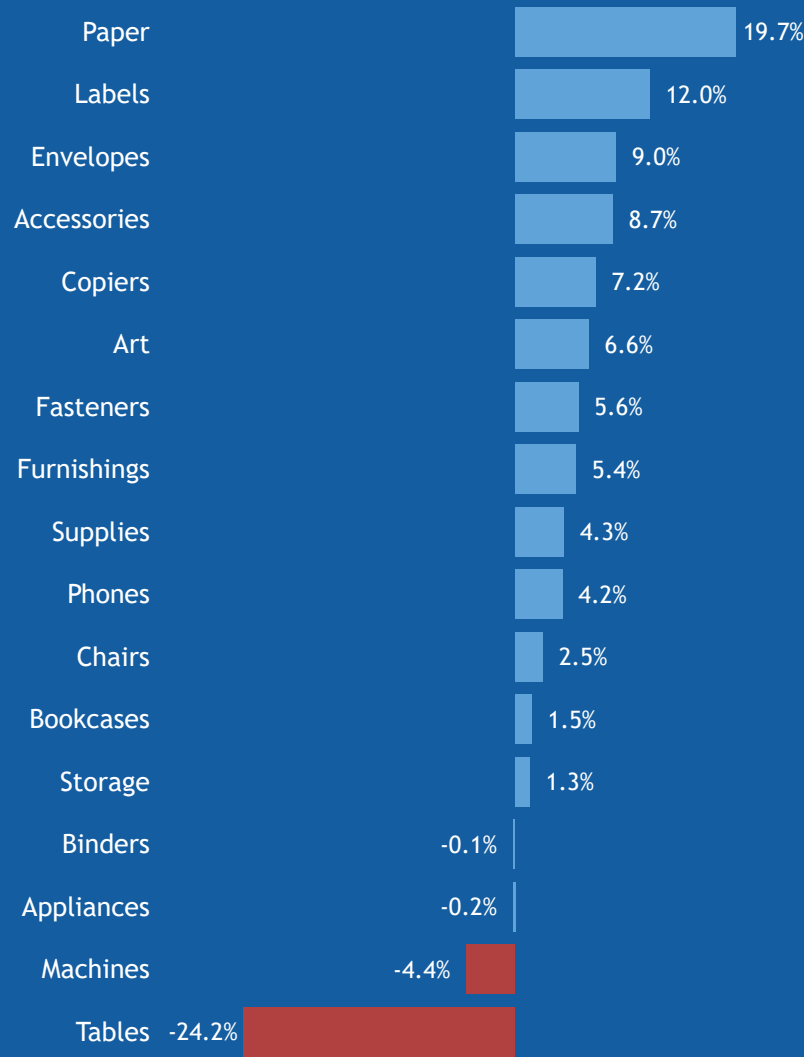
Order Processing Time (Days)

Quarter	Value
Qtr 1	3.969
Qtr 2	3.957
Qtr 3	3.968
Qtr 4	3.979

Profit Margin by Market

Market	Profit Margin
Canada	25%
US	12%
EU	11%
APAC	7%
LATAM	6%
EMEA	-14%
Africa	-14%

Preferred Ship Mode

- Standard Class — 60%
- Second Class — 20%
- First Class — 15%
- Same Day — 5%
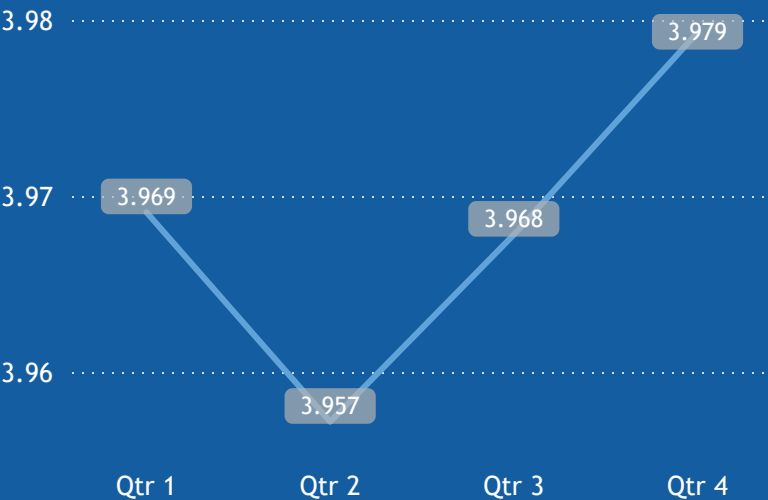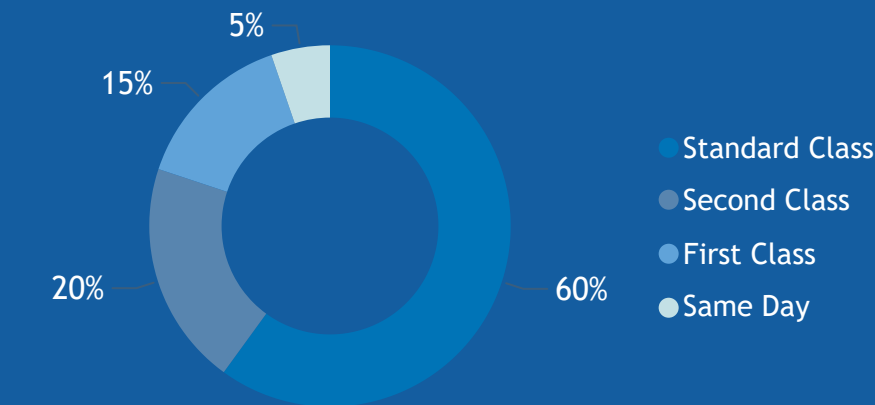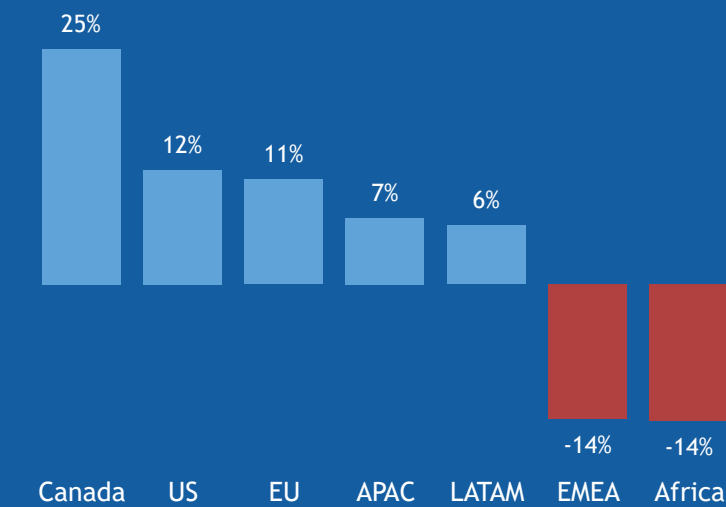
Person	Region	Count of Order ID	Sum of Sales
Anna Andreadi	Central	5249	2,822,303
Chuck Magee	South	3270	1,600,907
Larry Hughes	EMEA	2462	806,161
Jack Lebron	North	2356	1,248,166
Deborah Brumfield	Africa	2232	783,773
Anthony Jacobs	Oceania	1744	1,100,185
Matt Collister	West	1611	725,458
Alejandro Ballentine	Southeast Asia	1517	884,423
Kelly Williams	East	1401	678,781
Shirley Daniels	North Asia	1150	848,310
Nora Preis	Central Asia	1026	752,827
Giulietta Dortch	Caribbean	855	324,281
Nicole Hansen	Canada	201	66,928
Total		**25035**	**12,642,502**

RETURN ANALYSIS

Order Date	Category	Market	Segment
All	All	All	All

1172 Total Returns

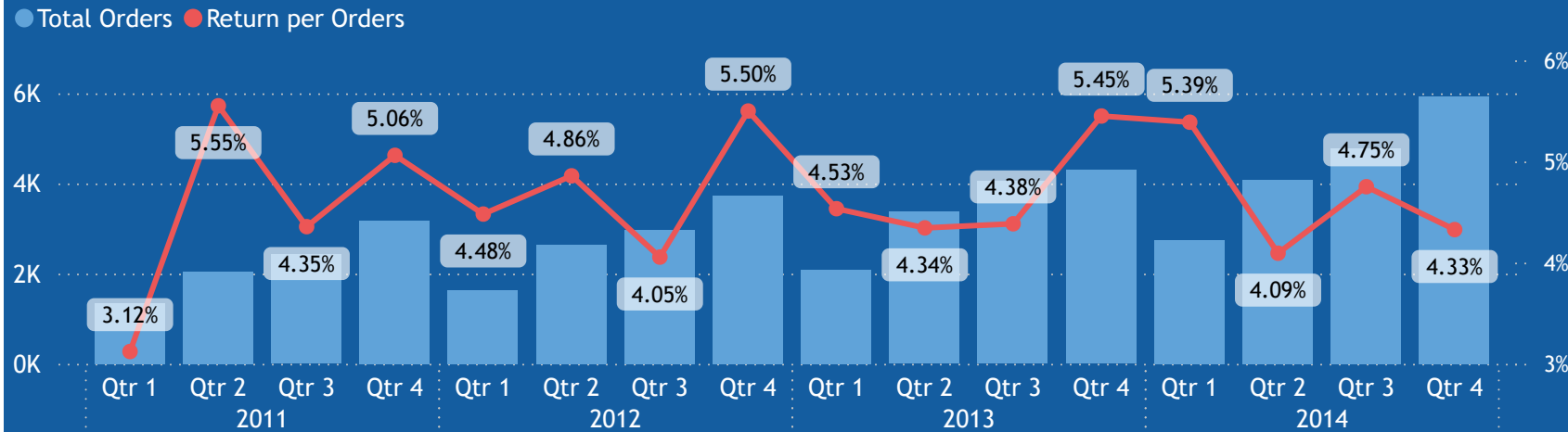**$819,020** Return Values

46.81 Returns per 1000 Orders

737.11 Returns per 1000 Customers
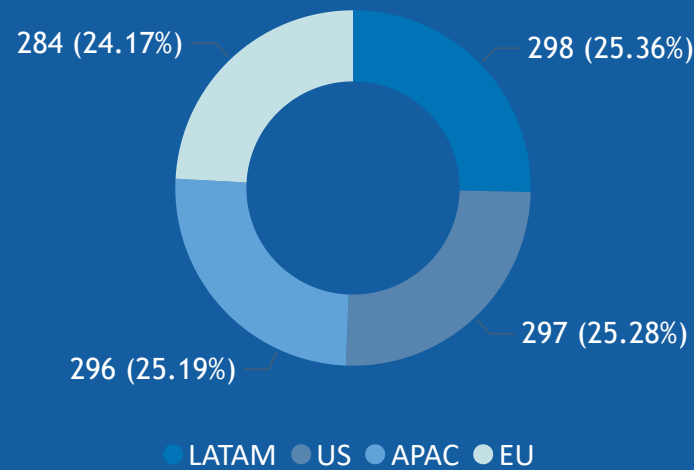
Orders Returned

● Total Orders ● Return per Orders

2011
- Qtr 1: 3.12%
- Qtr 2: 5.55%
- Qtr 3: 4.35%
- Qtr 4: 5.06%

2012
- Qtr 1: 4.48%
- Qtr 2: 4.86%
- Qtr 3: 4.05%
- Qtr 4: 5.50%

2013
- Qtr 1: 4.53%
- Qtr 2: 4.34%
- Qtr 3: 4.38%
- Qtr 4: 5.45%

2014
- Qtr 1: 5.39%
- Qtr 2: 4.09%
- Qtr 3: 4.75%
- Qtr 4: 4.33%

Returns by Sales Person

Sales Person	%
Shirley Dani...	13.8%
Matt Collister	11.7%
Jack Lebron	10.0%
Anna Andre...	4.8%
Chuck Magee	4.1%
Alejandro B...	3.6%
Anthony Jac...	3.3%
Kelly Williams	3.2%
Giulietta Do...	2.9%
Nora Preis	2.3%

Returns by Segment

- 205 (17.24%)
- 378 (31.79%)
- 606 (50.97%)

● Consumer ● Corporate ● Home Office

Returns by Market

- 284 (24.17%)
- 298 (25.36%)
- 296 (25.19%)
- 297 (25.28%)

● LATAM ● US ● APAC ● EU

Return by Category

- 25.35%
- 49.24%
- 25.41%

● Office Supplies ● Furniture ● Technology