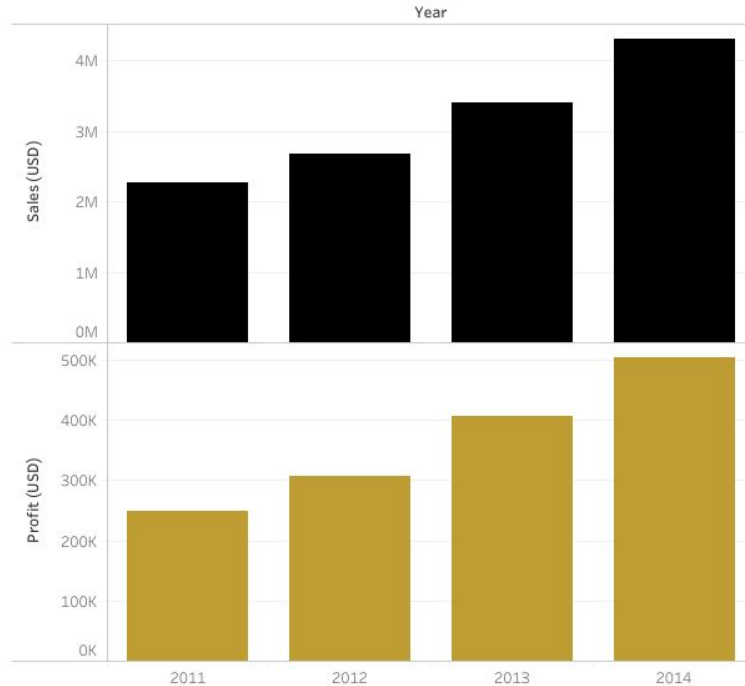# Offuture Wrapped

2011-2014

# Agenda

- Yearly figures
- Profit per Segment
- Monthly Figures
- Profit by Market
- Profit By Country
- Profit by Category
  - By Sub-Category
- Best and Worst Performing Products
- Tables
- Discounts
- Questions

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# Yearly Figures



Total Sales and Profits per Year
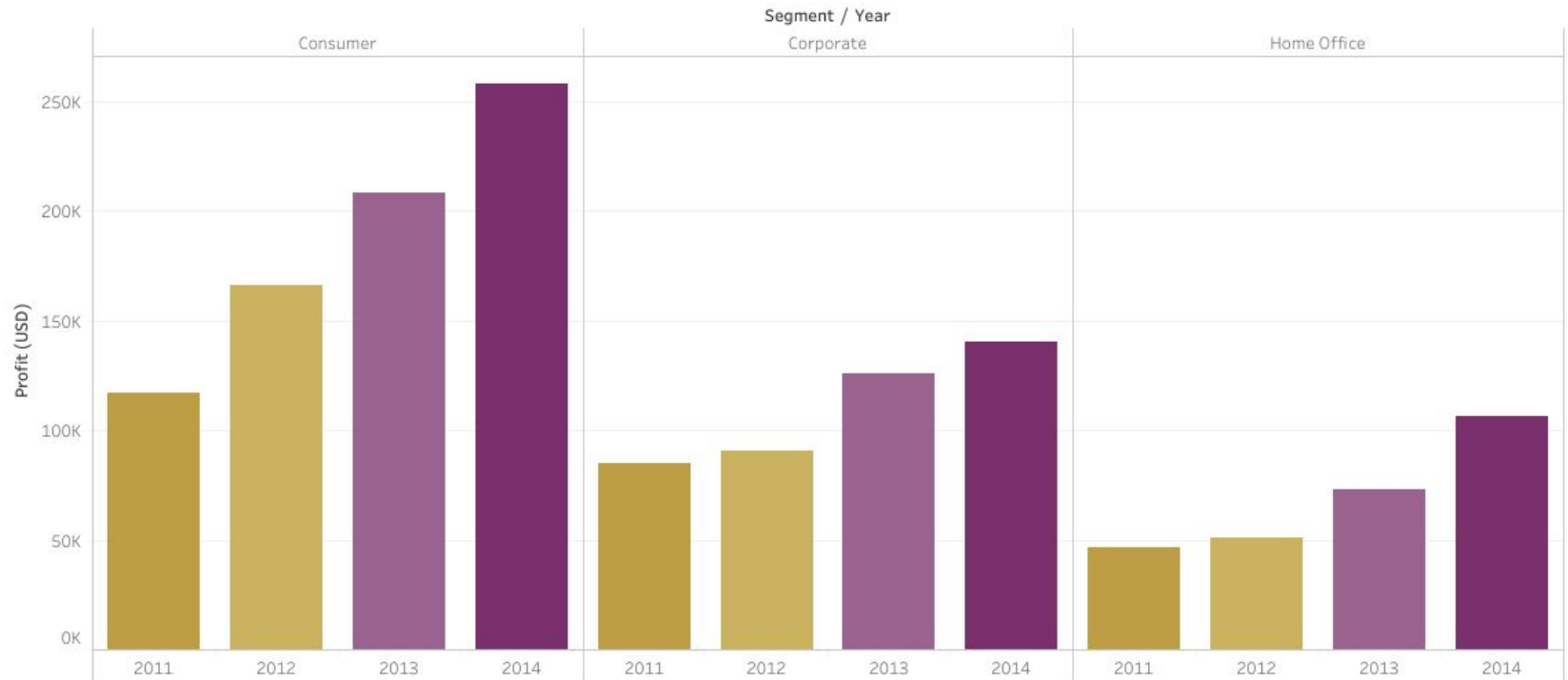
**Total Sales (USD)**
## 12,642,502

**Total Profit (USD)**
## 1,467,457

- Both sales and profits increase year on year
- These ought to be correlated - from the visualisation we can see this to be true

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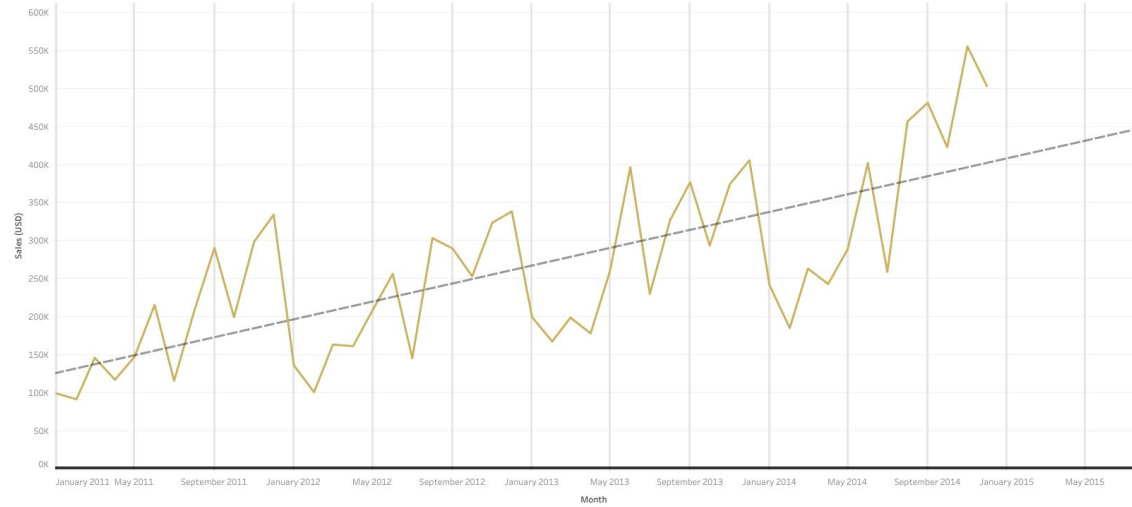
# Profit per Segment
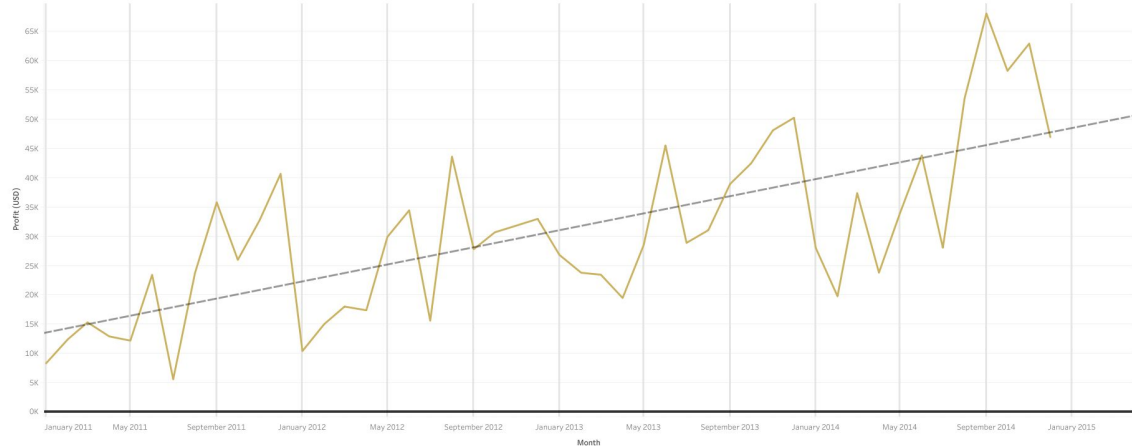


Profit per Segment per Year

# Monthly Figures

- Trend of increasing sales and profit

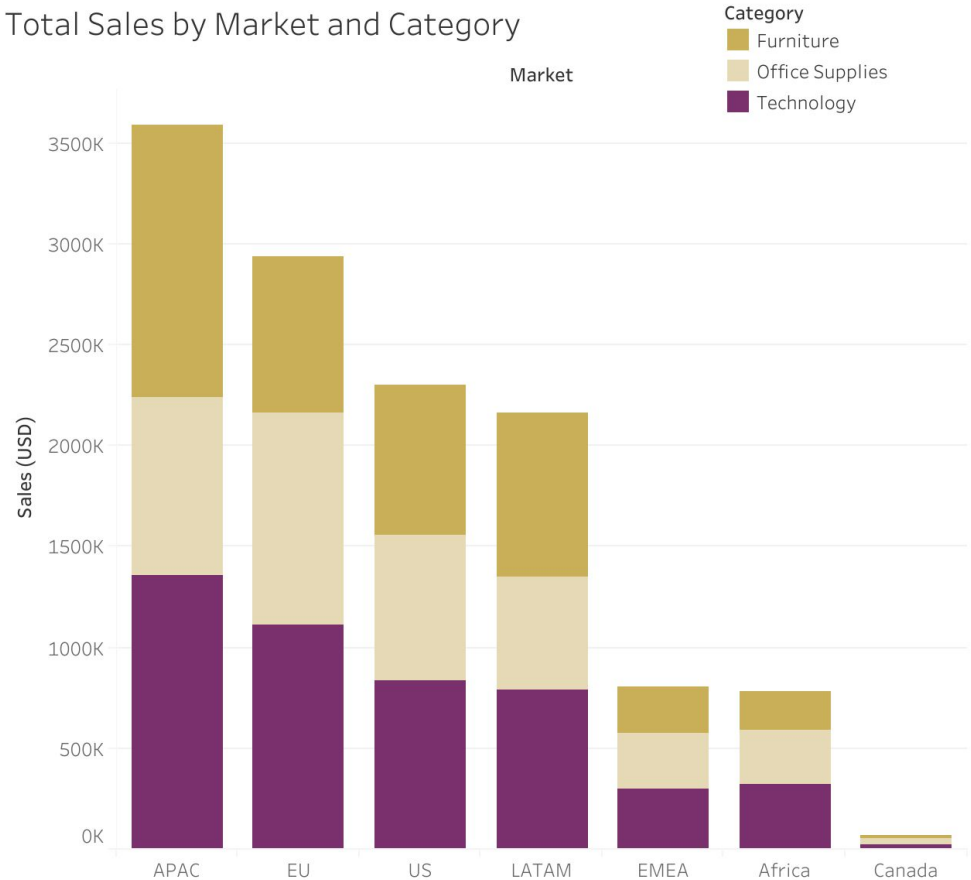- Clear pattern of decreased buying during the first few months of each year.



Sales by Month



Profit by Month

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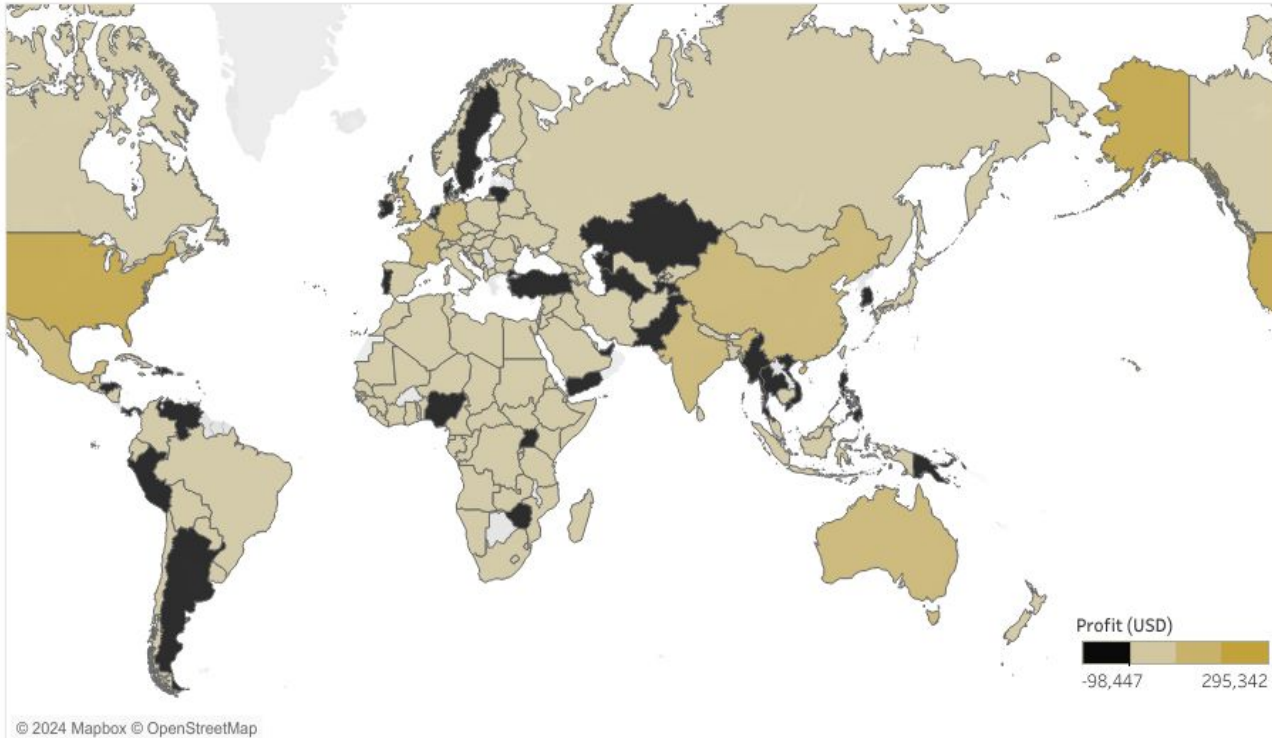
# Profits by Market

- Asia-Pacific (APAC) Market is the most lucrative

- Africa, EMEA and Canada are the least lucrative



Total Sales by Market and Category

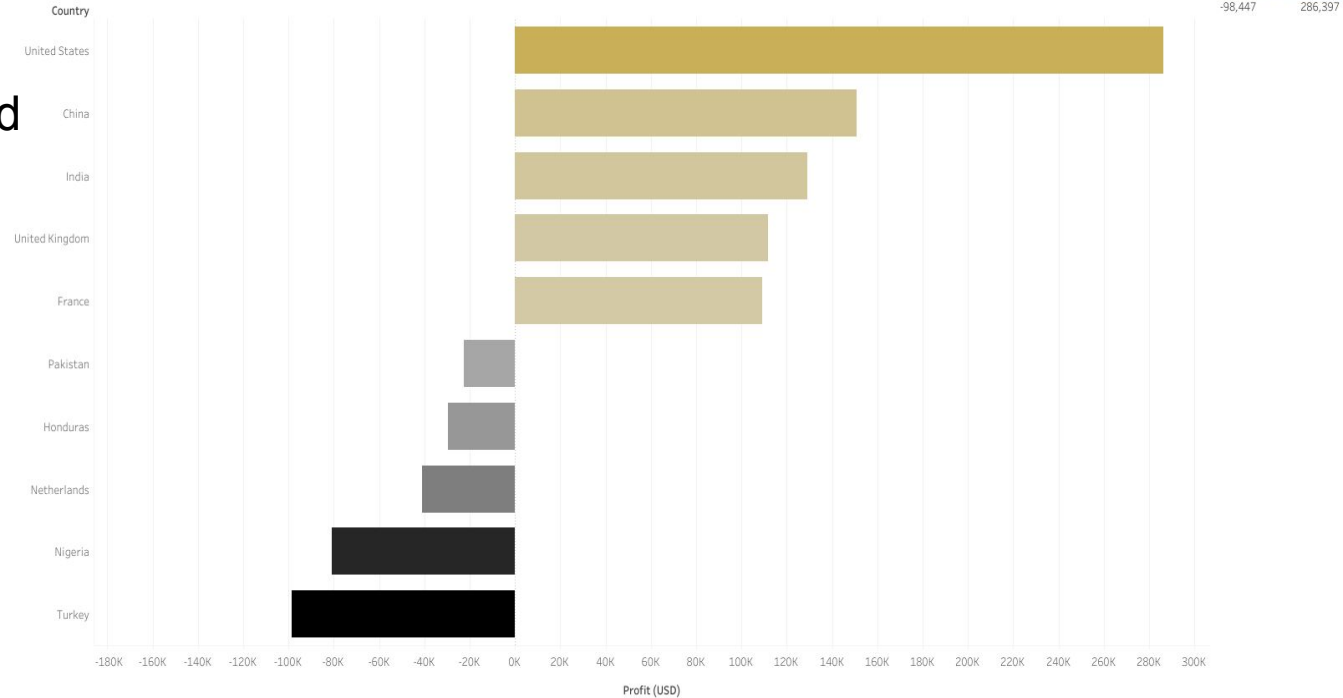# Profits by Country



Countries by Profit (USD)

- Countries in black are making losses
- Shaded countries show profits
- No data for countries that are greyed out e.g. Iceland

# Profits by Country

- ● Sales in the United States lead to the most profit ($286,397).

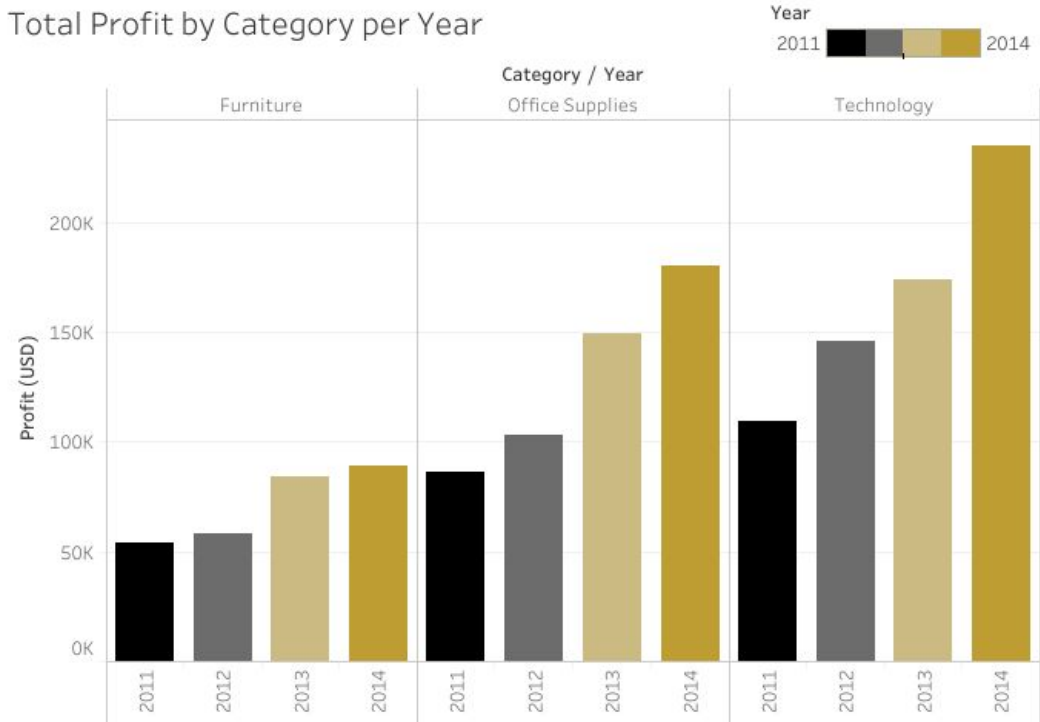- ● Sales in Turkey lead to the least profit($-98,447).

Top and Bottom 5 Countries by Profit (USD)

# Profit By Category

- Technology is consistently the most profitable category year-on-year
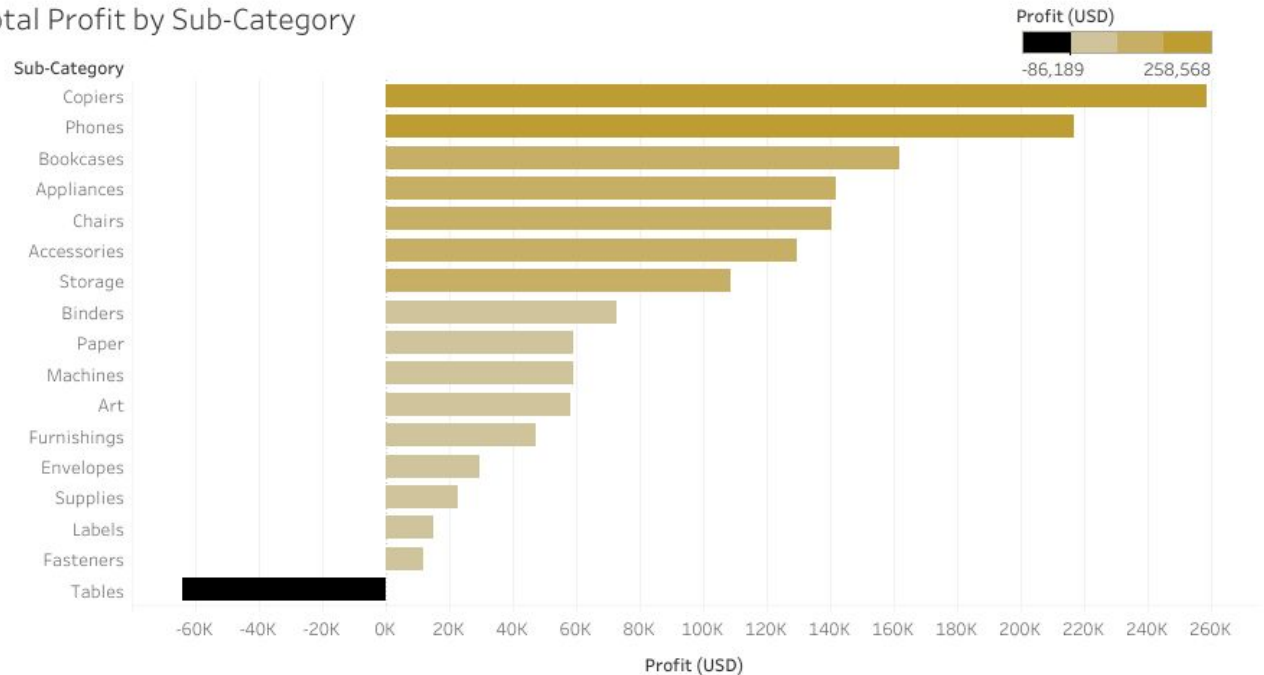- Profits are increasing in each category year-on-year



Total Profit by Category per Year
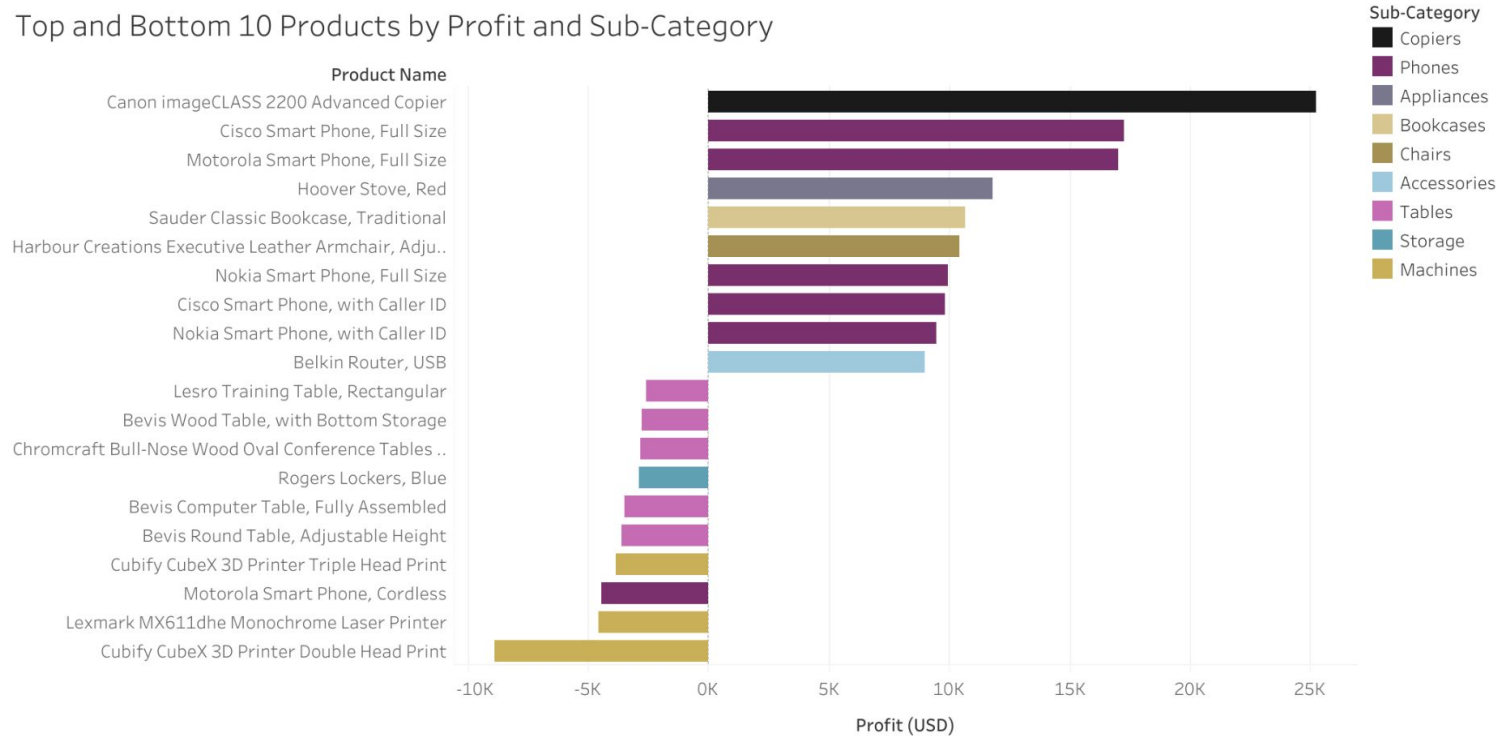
# Profit By Sub-Category

- **Copiers** are the most profitable sub-category
- **Tables** are the ONLY sub-category not making a profit



Total Profit by Sub-Category

# Best and Worst Performing Products
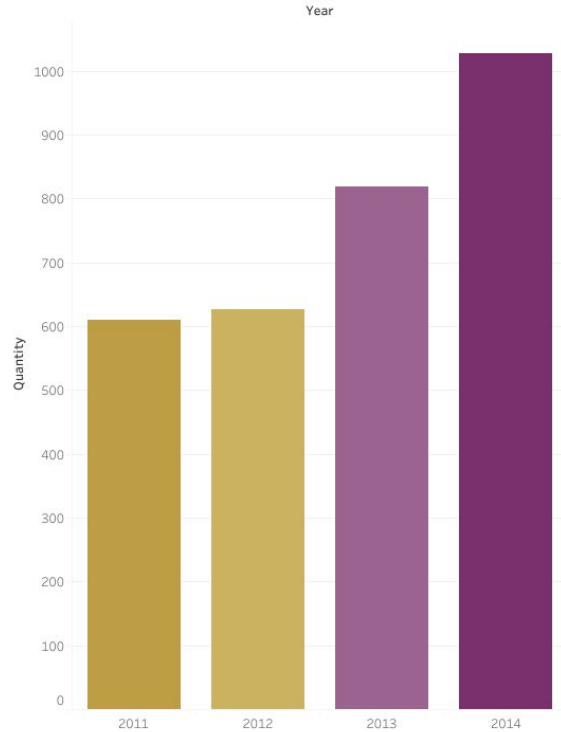


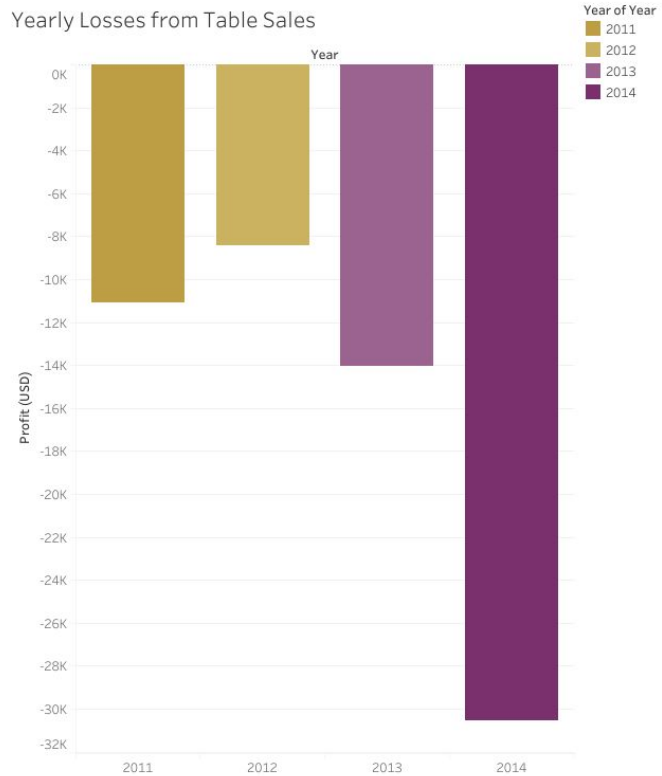Top and Bottom 10 Products by Profit and Sub-Category

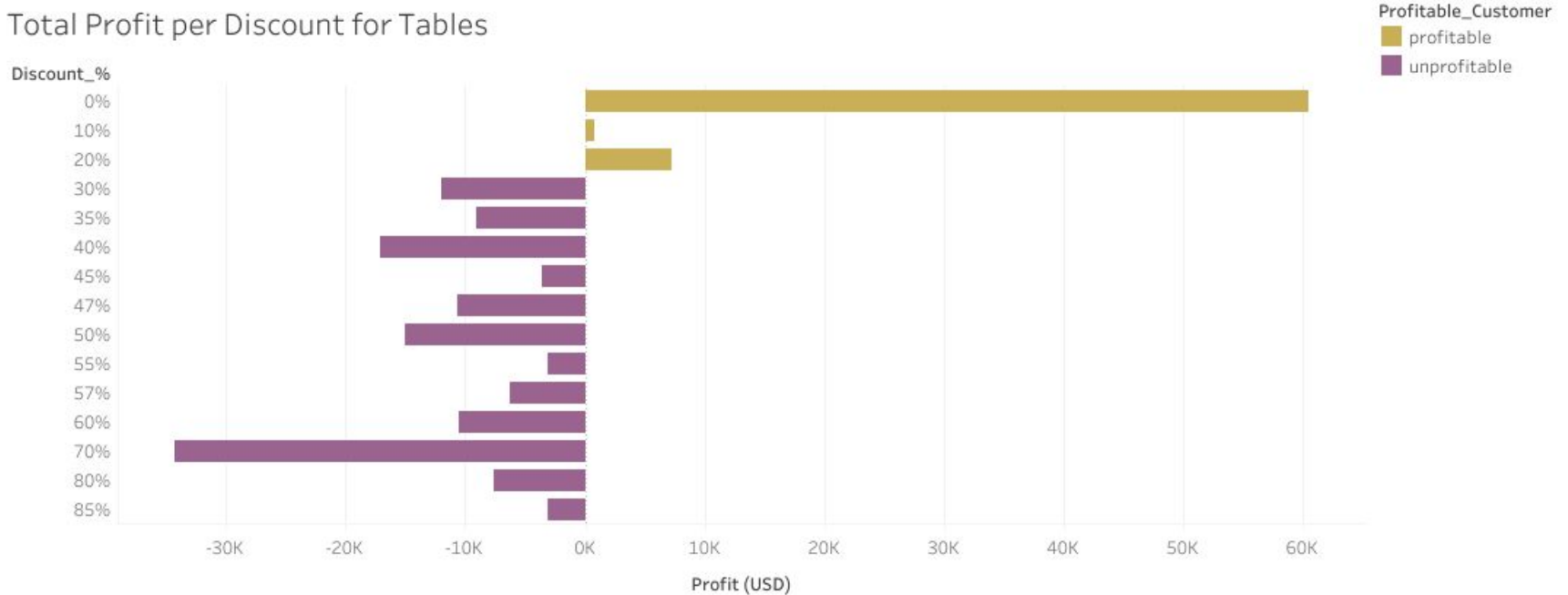# Tables?

# Tables!



Quantity of Tables Sold per Year



Yearly Losses from Table Sales

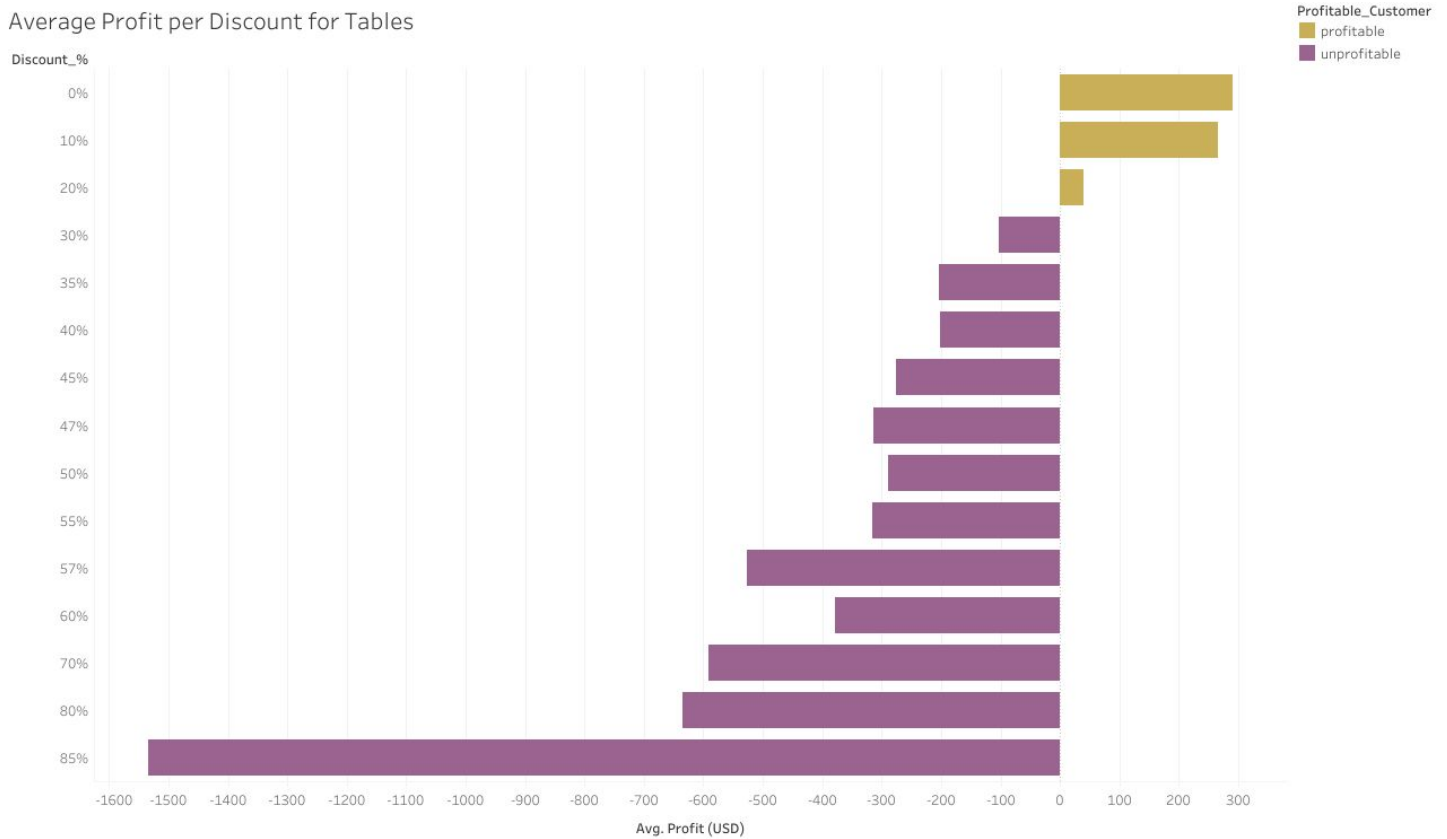OFFUTURE
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# Tables


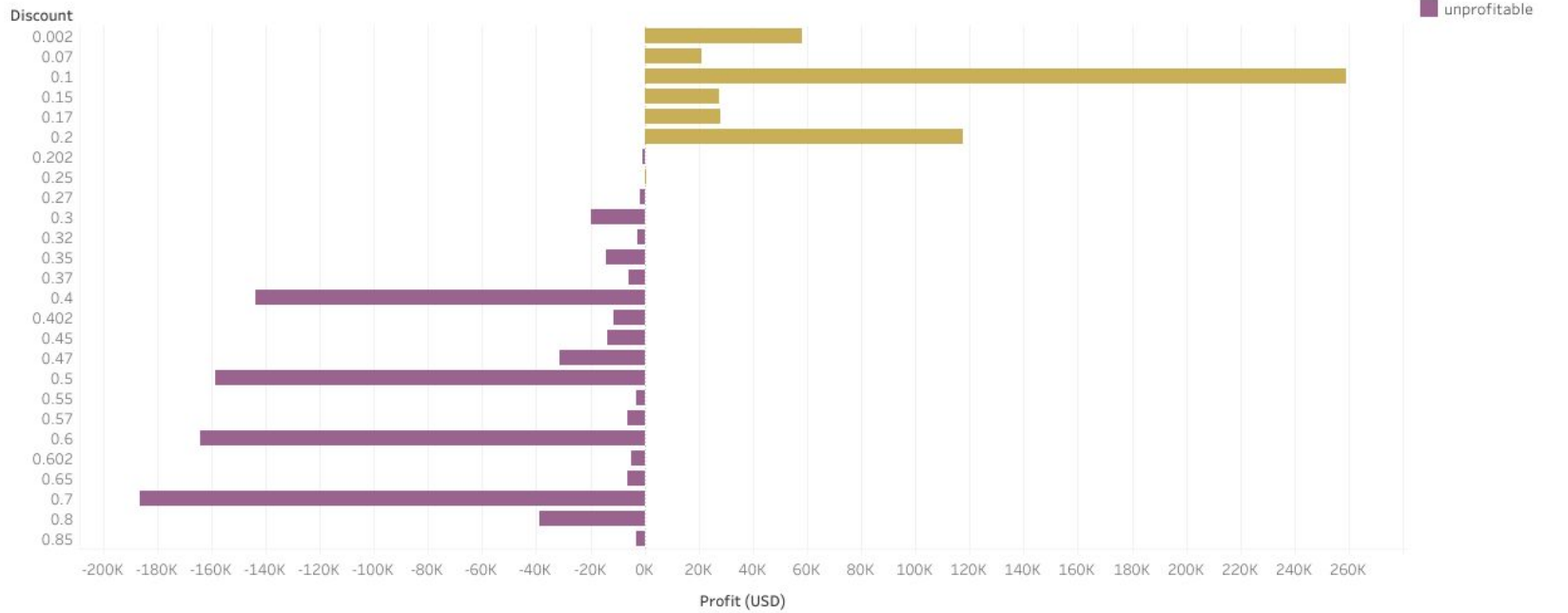
Total Profit per Discount for Tables

# Tables
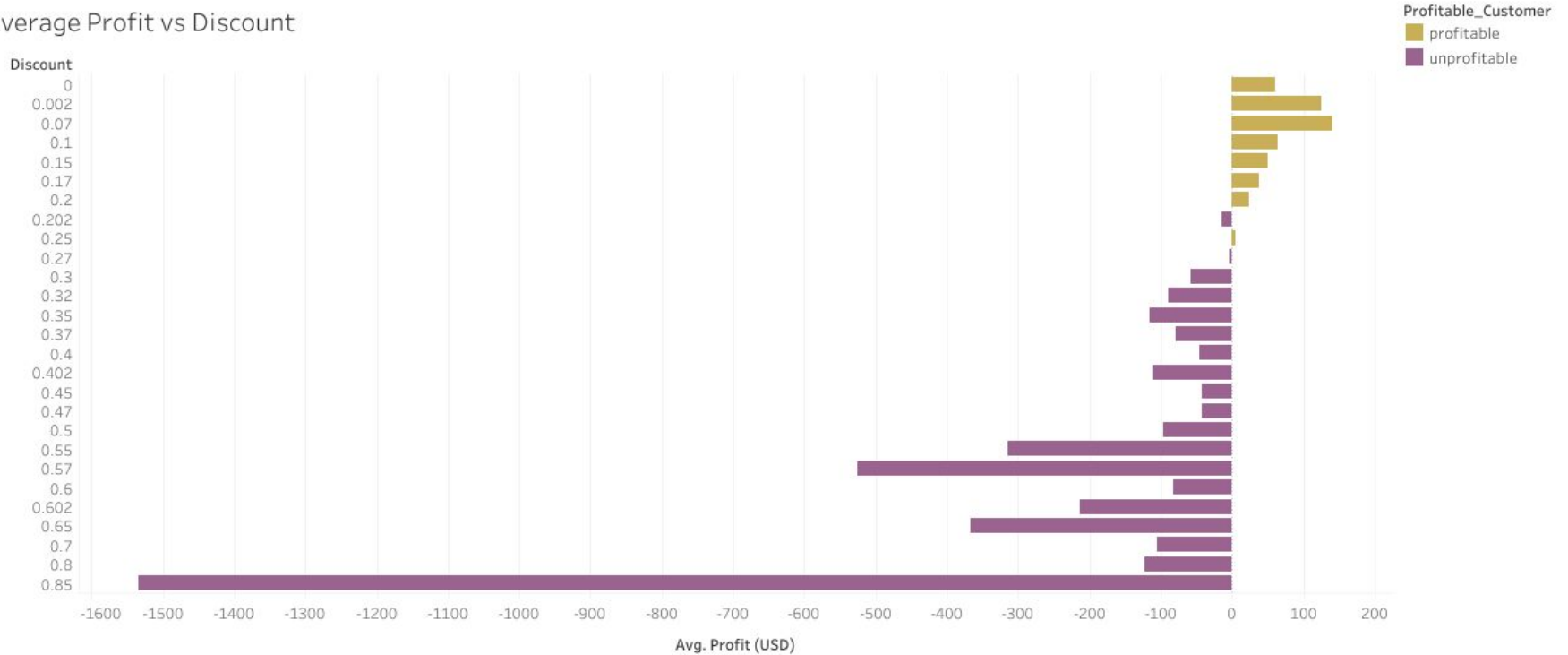


Average Profit per Discount for Tables

# Discounts



Sum of Profit vs Discount

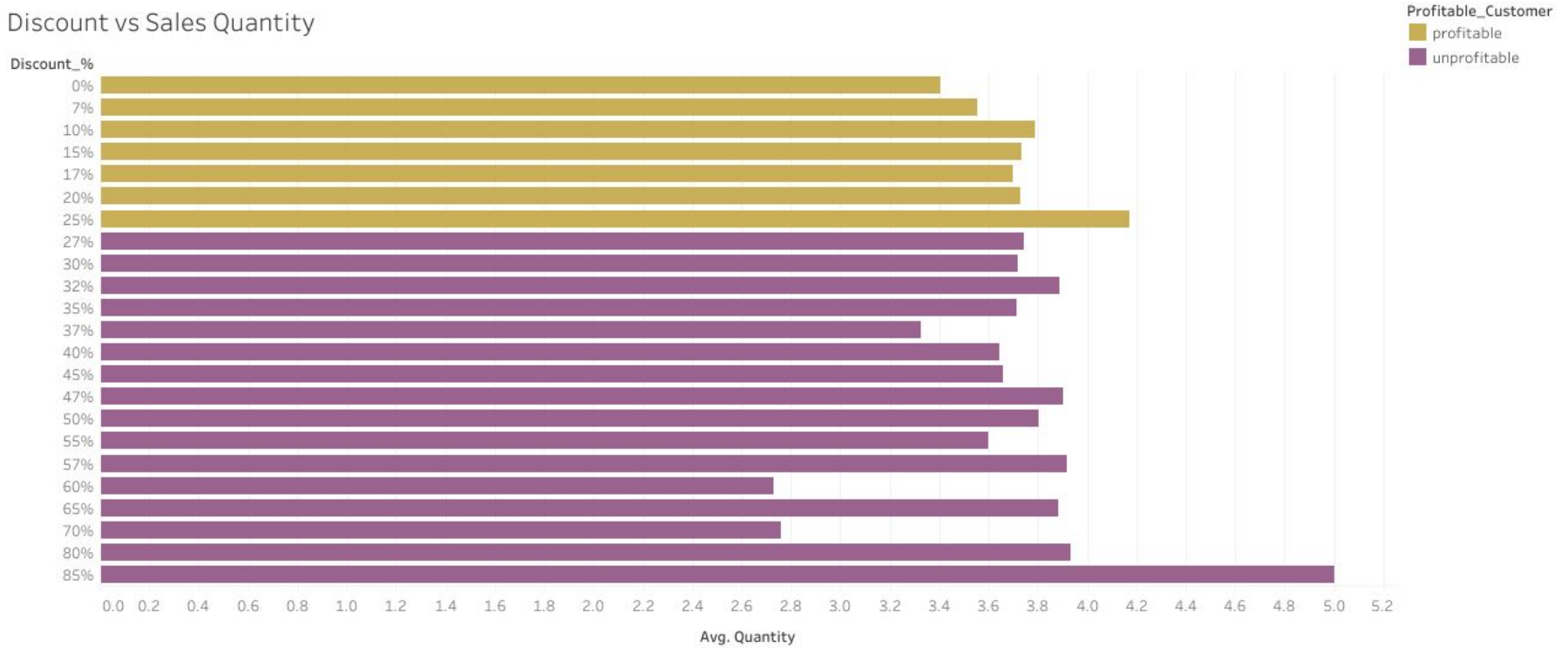# Discounts



Average Profit vs Discount

# Discounts

- Discounts above 20% are losing money across the board, not just tables!

- How does the discount on a product relate to the quantity sold?

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# Discounts



Discount vs Sales Quantity

# Thank you for listening!

# Questions?

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