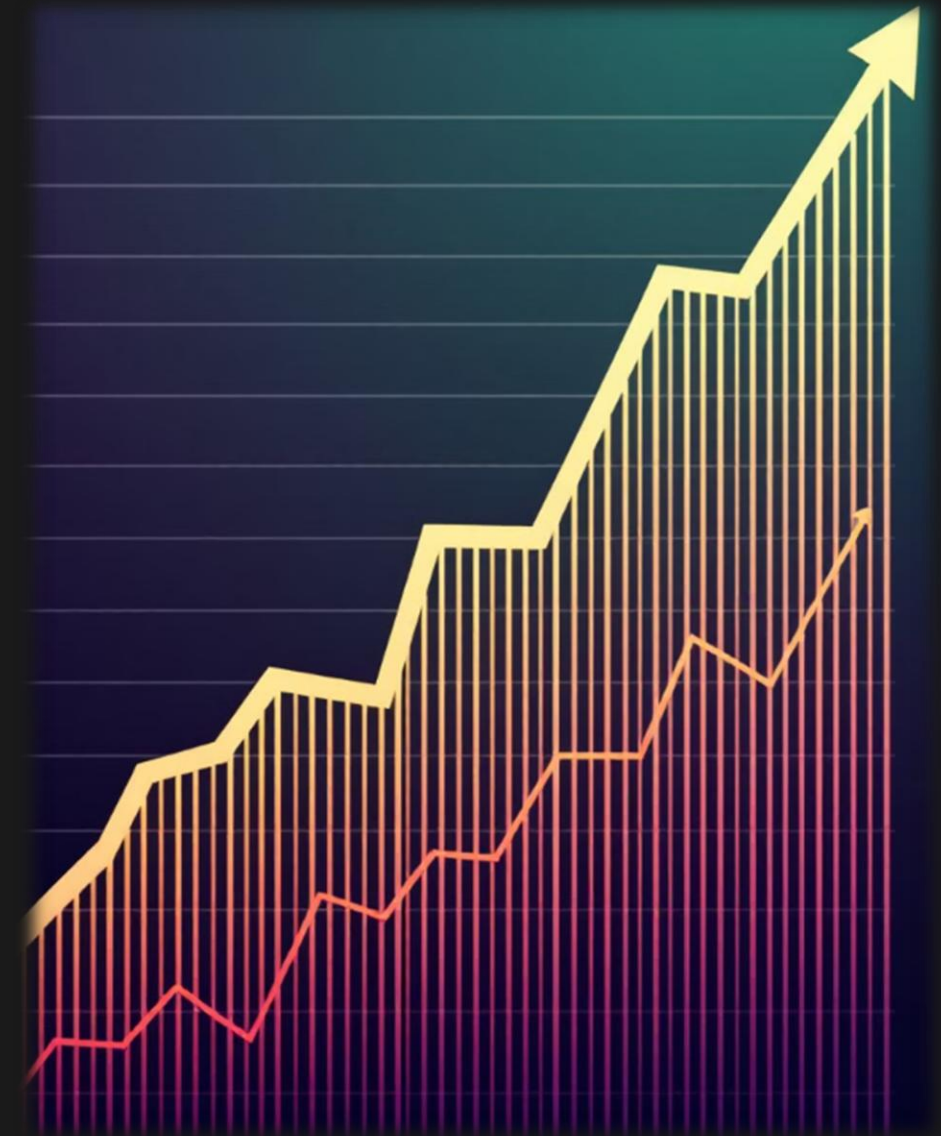
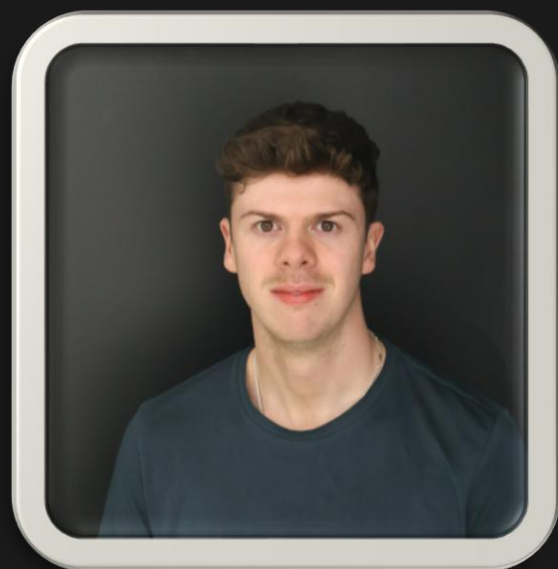


# Descriptive Analytics of Offfuture's Performance: 2011-2014





## INTRODUCING OUR TEAM



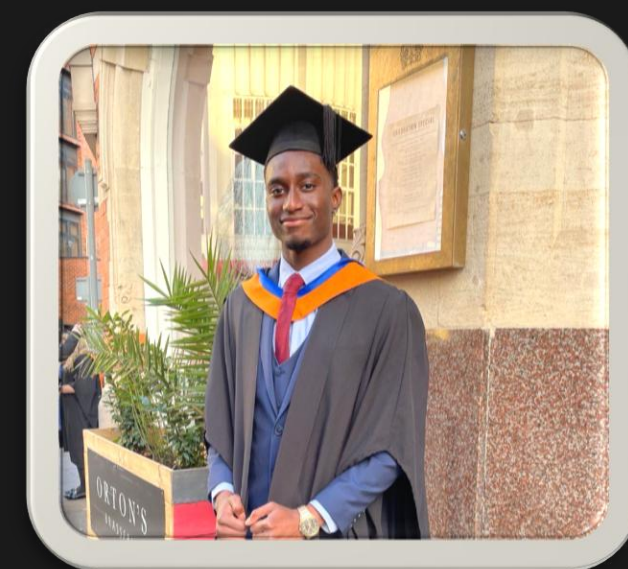
**Matthew Staveley**  
Junior Business  
Analyst

**Muzafar Ntege**  
Junior Business  
Analyst

**Usman Raji**  
Team Leader &  
Junior Business  
Analyst



**Harris Morgan**  
Junior Business  
Analyst



**Emmanuel Adebisi**  
Junior Business  
Analyst

## ON THE AGENDA

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- Total sales trends  
(Muzafar)
- Profit and location focus  
(Harris)
- Performance by segment, category, sub-category  
(Emmanuel)
- Best and worst-performing products  
(Usman and Matthew)
- Concluding observations  
(Matthew)









## TOTAL SALES TRENDS



Total sales across years and quarters



Sales relative to industry average



Total sales across promotional periods



# TOTAL SALES ACROSS YEARS AND QUARTERS



1

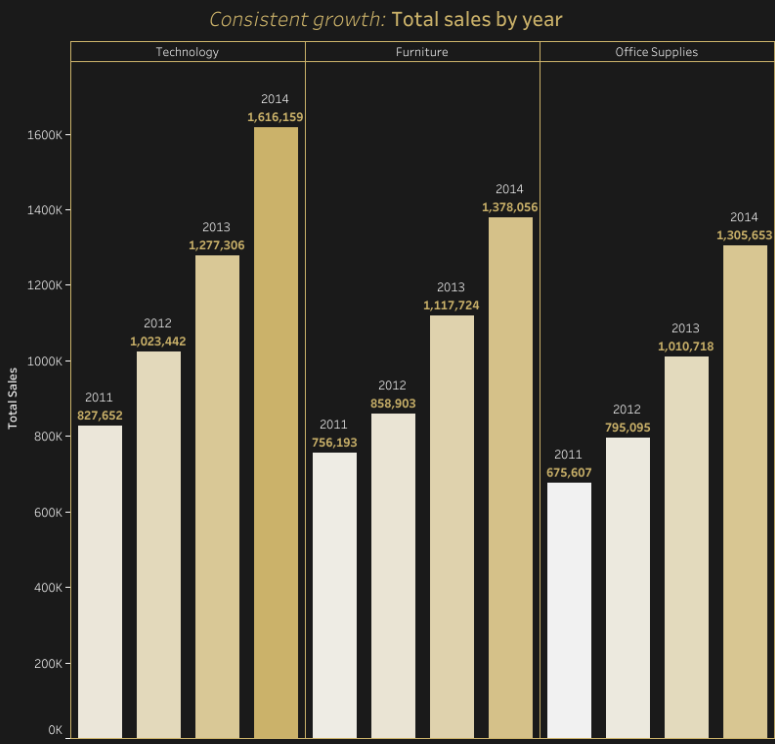
- Positive trend:**
- Robust development in terms of sales from 2011-2014

2

- Percentage increase:**
- 2011-2012: 18.5%
  - 2012-2013: 27.2%
  - 2013-2014: 26.2%

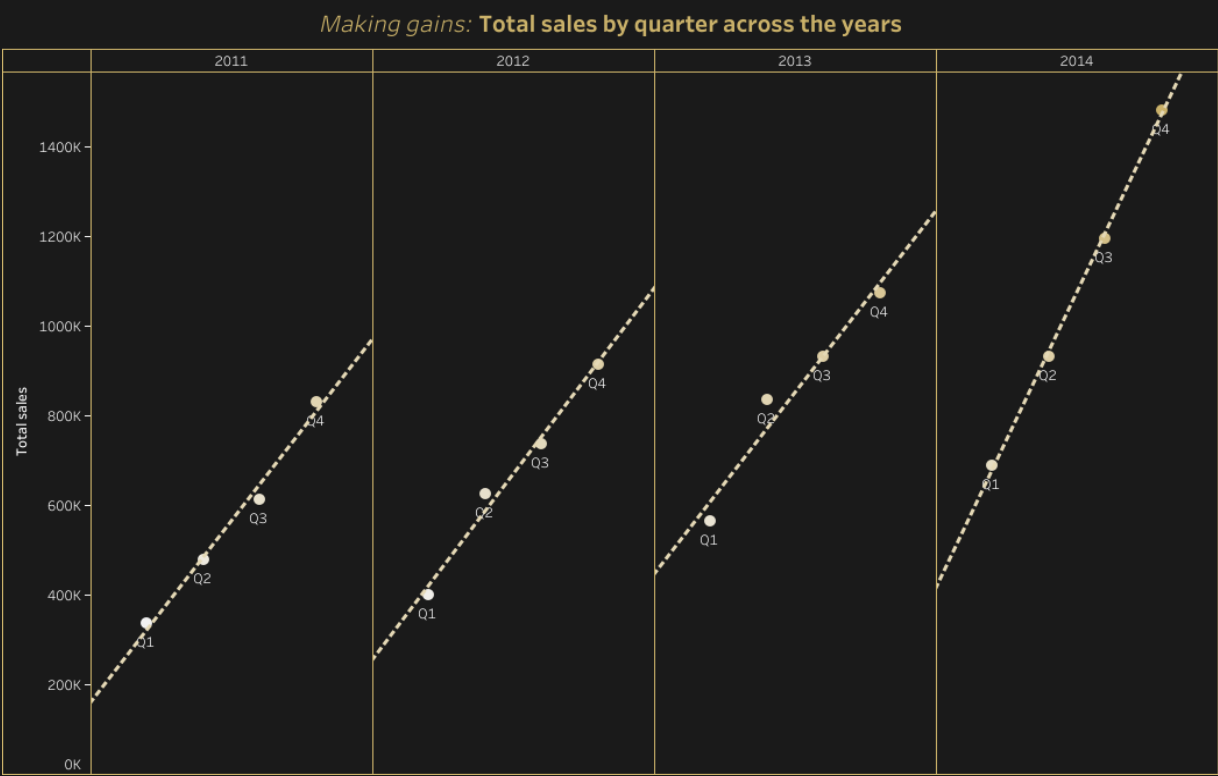
3

- Month by month:**
- As each month of every year goes by, there is a genuine consistency seen in the margin of sales increase



Total sales by year and quarter

	2011	2012	2013	2014
Q1	335,780	399,368	565,020	689,207
Q2	478,871	625,593	834,840	932,987
Q3	613,306	737,769	933,037	1,196,483
Q4	831,494	914,710	1,072,851	1,481,190





# SALES RELATIVE TO INDUSTRY AVERAGE

1

## Office supplies:

- Offuture outperformed the industry average: Sales in US saw a **decline of 4.08%**

2

## Furniture:

- Offuture's sales increase reflects the industry expansion: This market saw an increase of **13.3%**

3

## Technology:

- An average increase of **10.5%**
- Offuture's sales figures demonstrated a more consistent improvement, reflective of a stronger market position

Office supplies, stationery, and gift store sales in the United States from 1992 to 2022 :



Statista. (26 Sep 2024). Annual office supplies and gift store sales in the U.S. from 1992 to 2021 [Graph]. <https://www.statista.com/statistics/197721/annual-office-supplies-and-gift-store-sales-in-the-us-since-1992/> (retrieved 11 Dec 2024)

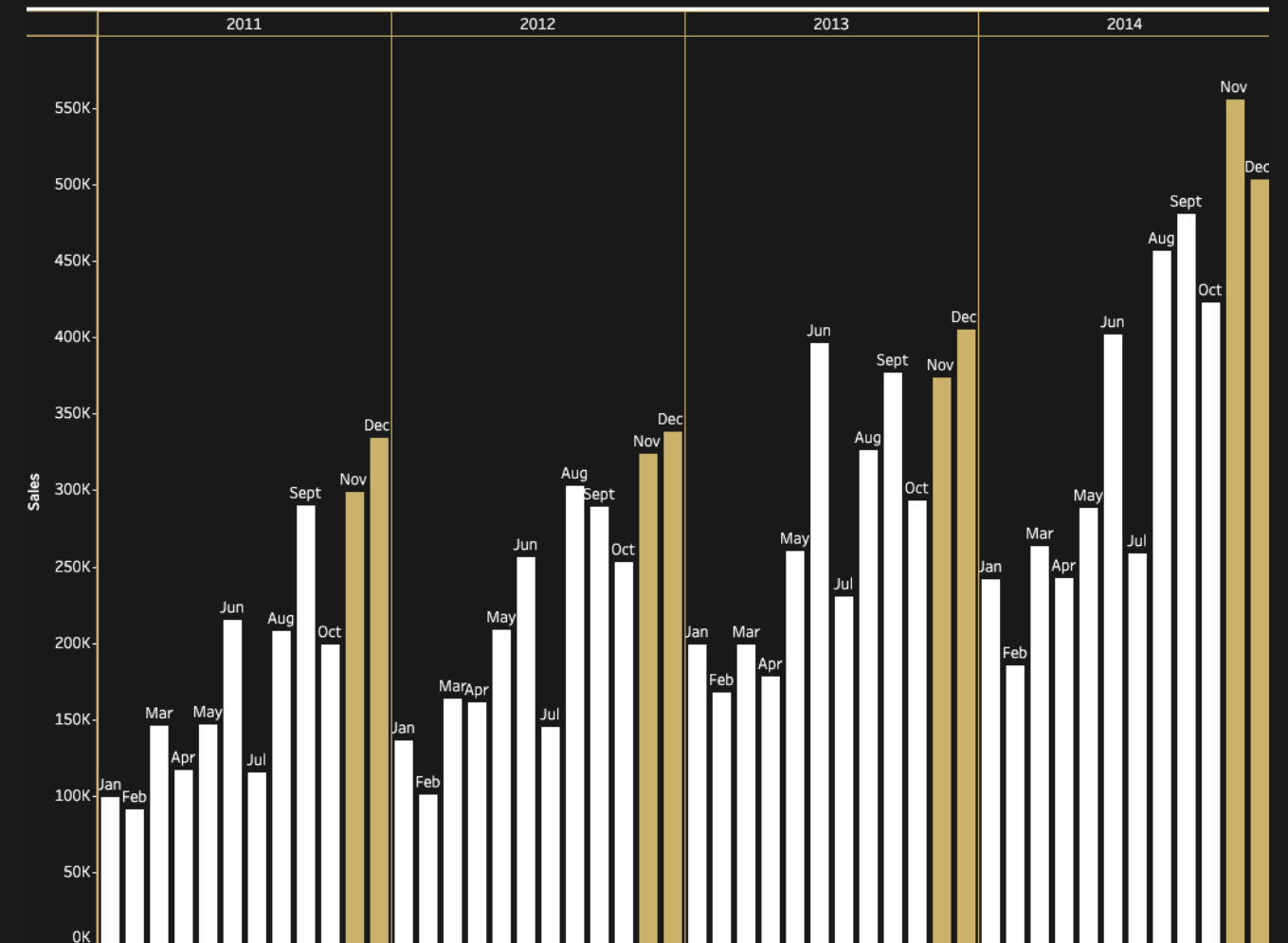


# TOTAL SALES ACROSS PROMOTIONAL PERIODS

## Sales: promotional months

2011 Q4	Nov	298,497
	Dec	333,926
2012 Q4	Nov	323,513
	Dec	338,257
2013 Q4	Nov	373,990
	Dec	405,454
2014 Q4	Nov	555,279
	Dec	503,144

Year's-end bump: Comparing total sales in **normal** and **promotional** months



1

### Sales:

- High increase in sales from 2011-2014 year by year

2

### Key insights:

- Total sales have peaked in November 2014, **exceeding \$500k**, showing major growth compared to the same month in the previous year

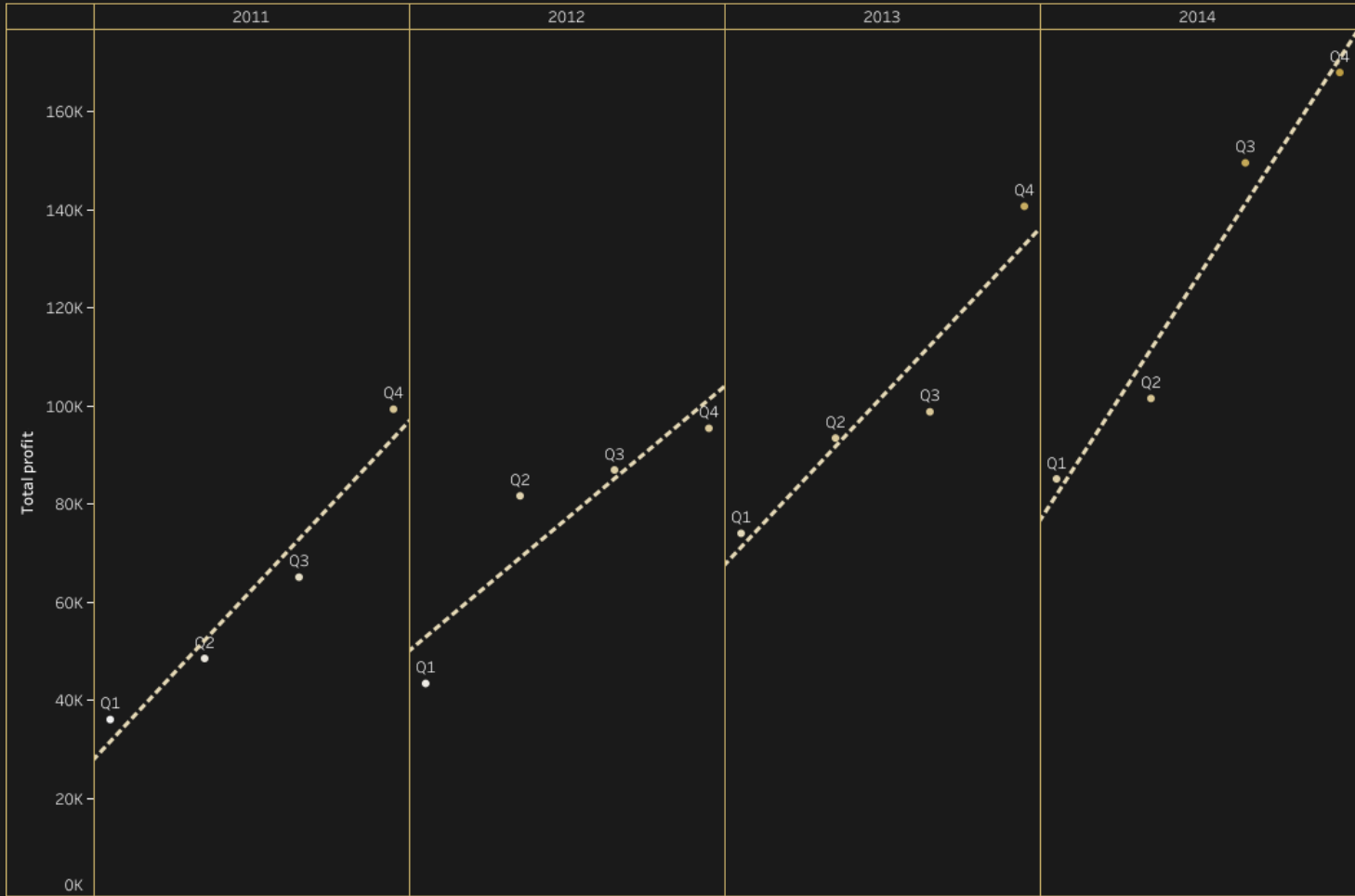


# PROFIT TRENDS – QUARTERLY AND MONTHLY VIEW

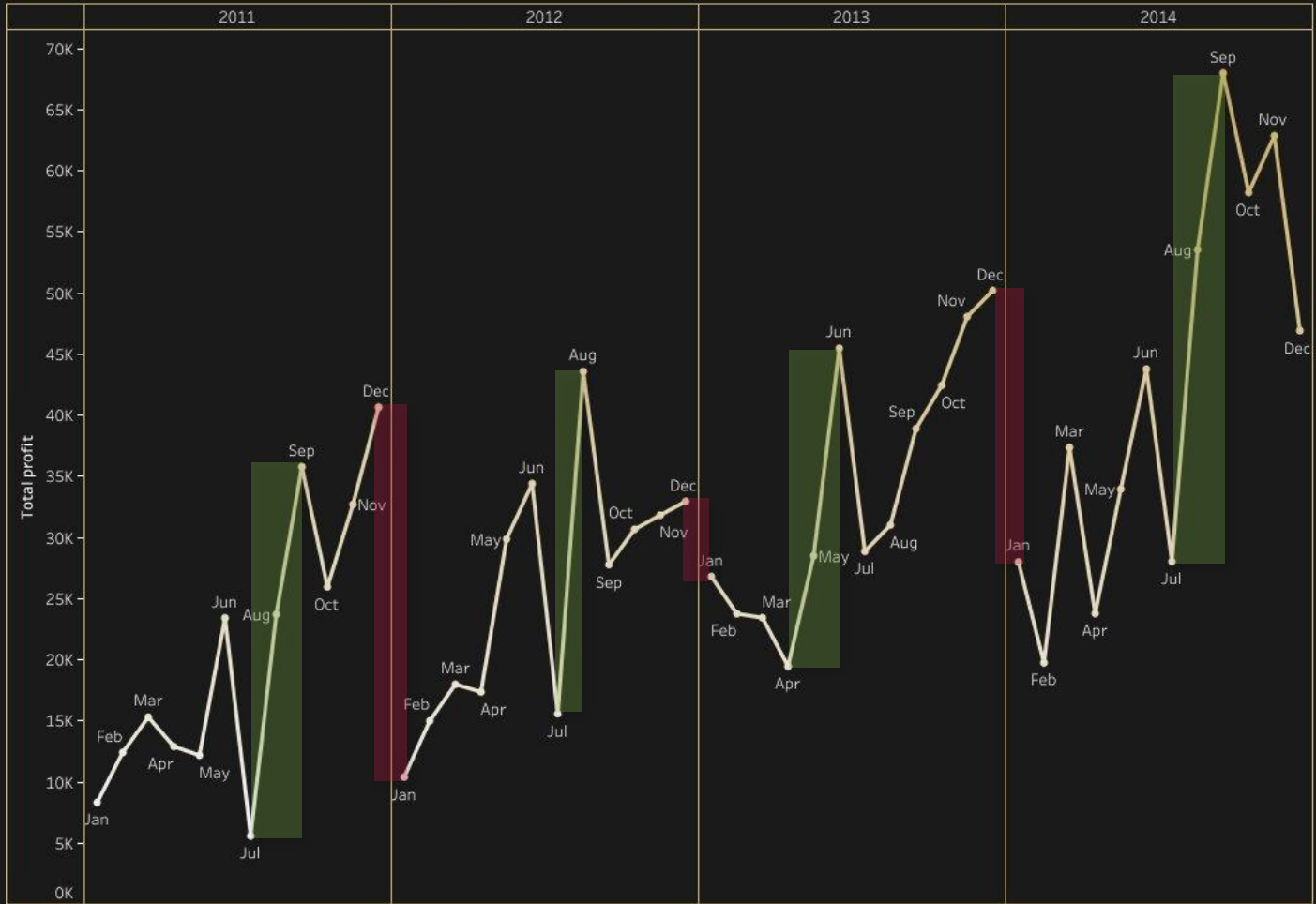


- Profit rising between years – and also within years
- Late-year drops, mid-year pick-ups
- Strong and positive overall trend

Running themes: **Total profit by quarter and year**



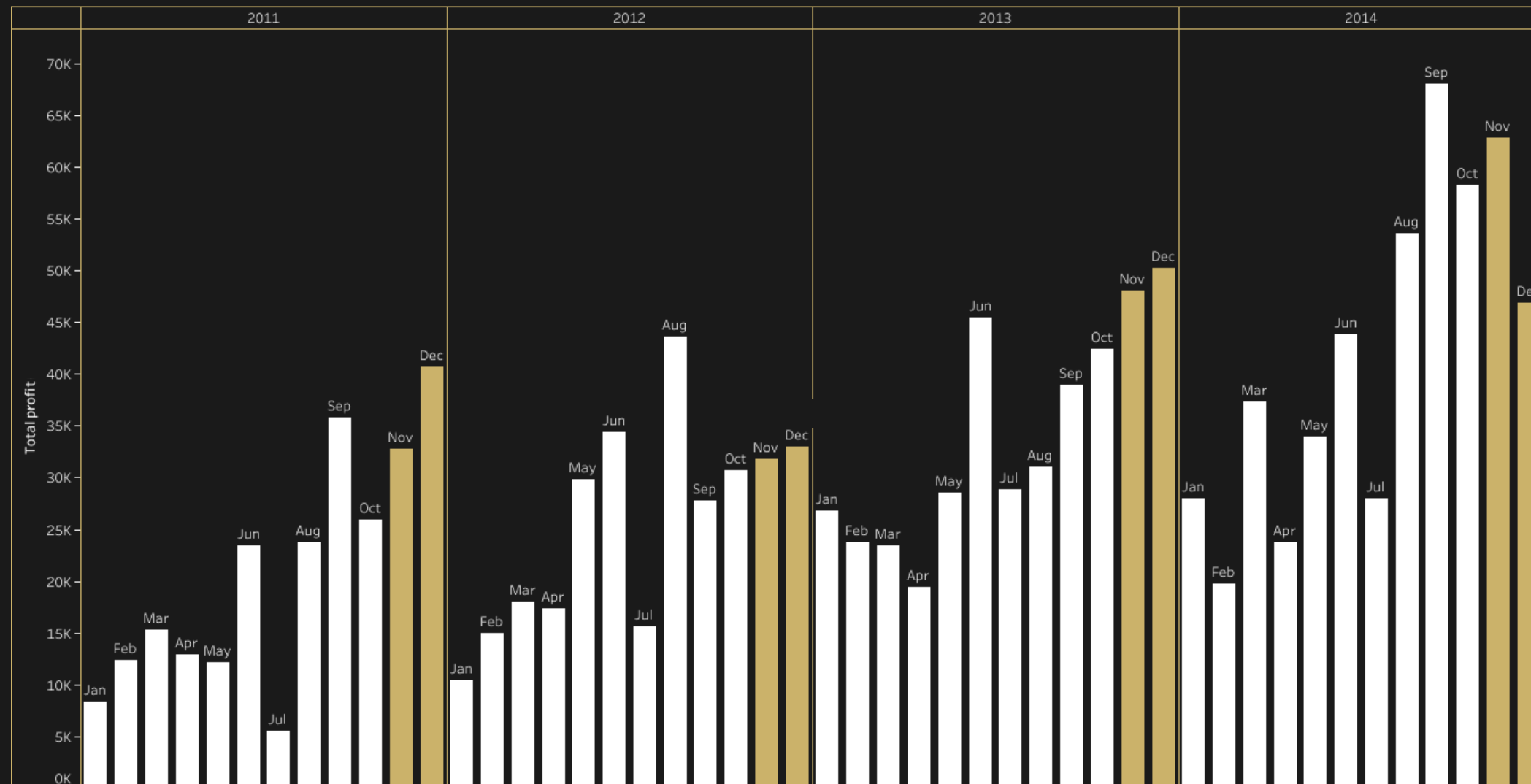
Ups and downs (but mostly ups): **Profit trends by month, 2011-2014**



# PROFIT TRENDS – MONTHLY VIEW

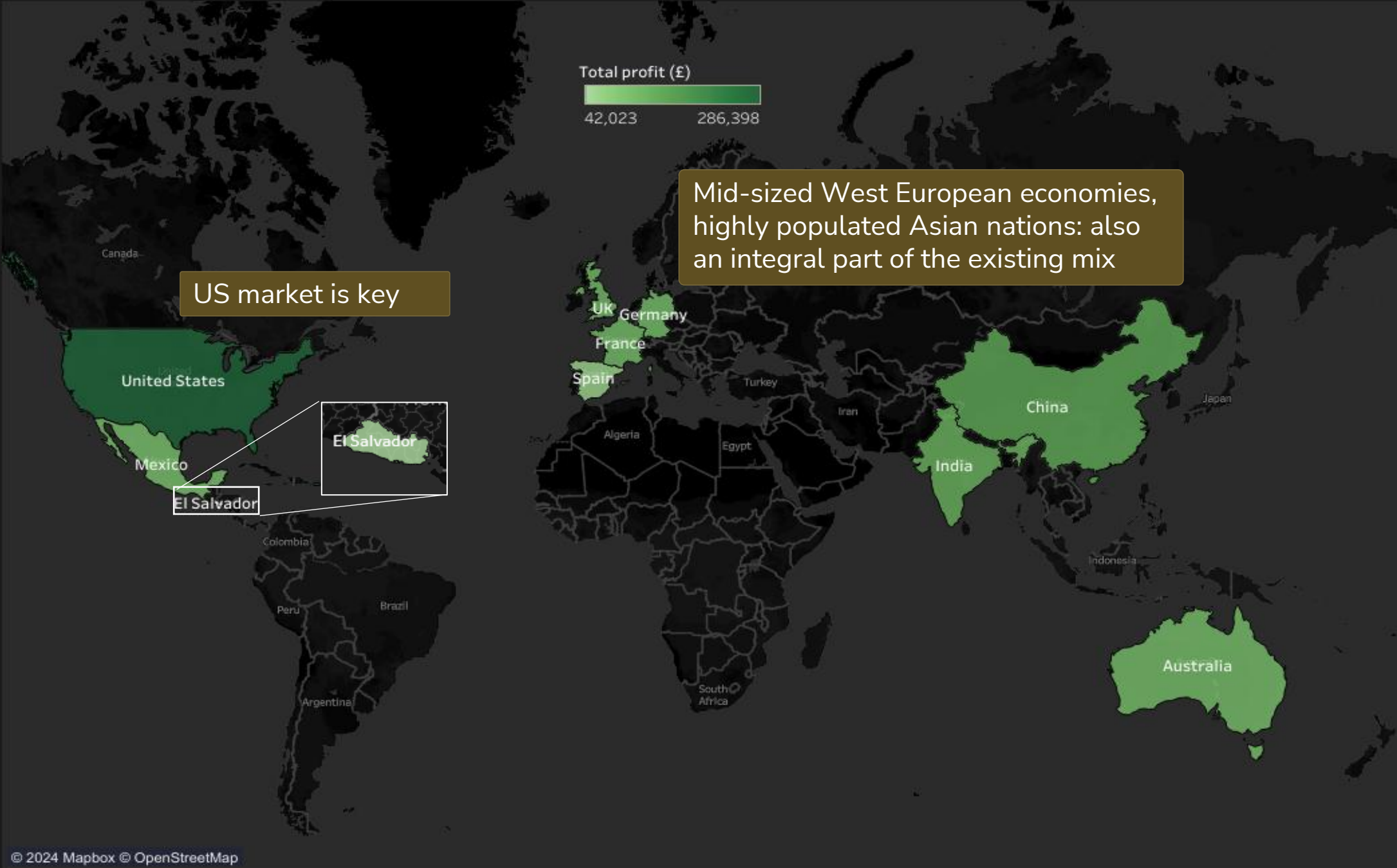
- Months in which promotions are held deliver above-average profits
- However, a slump tends to follow

*Successful impact: Comparing profitability in **normal** and **promotional** months*



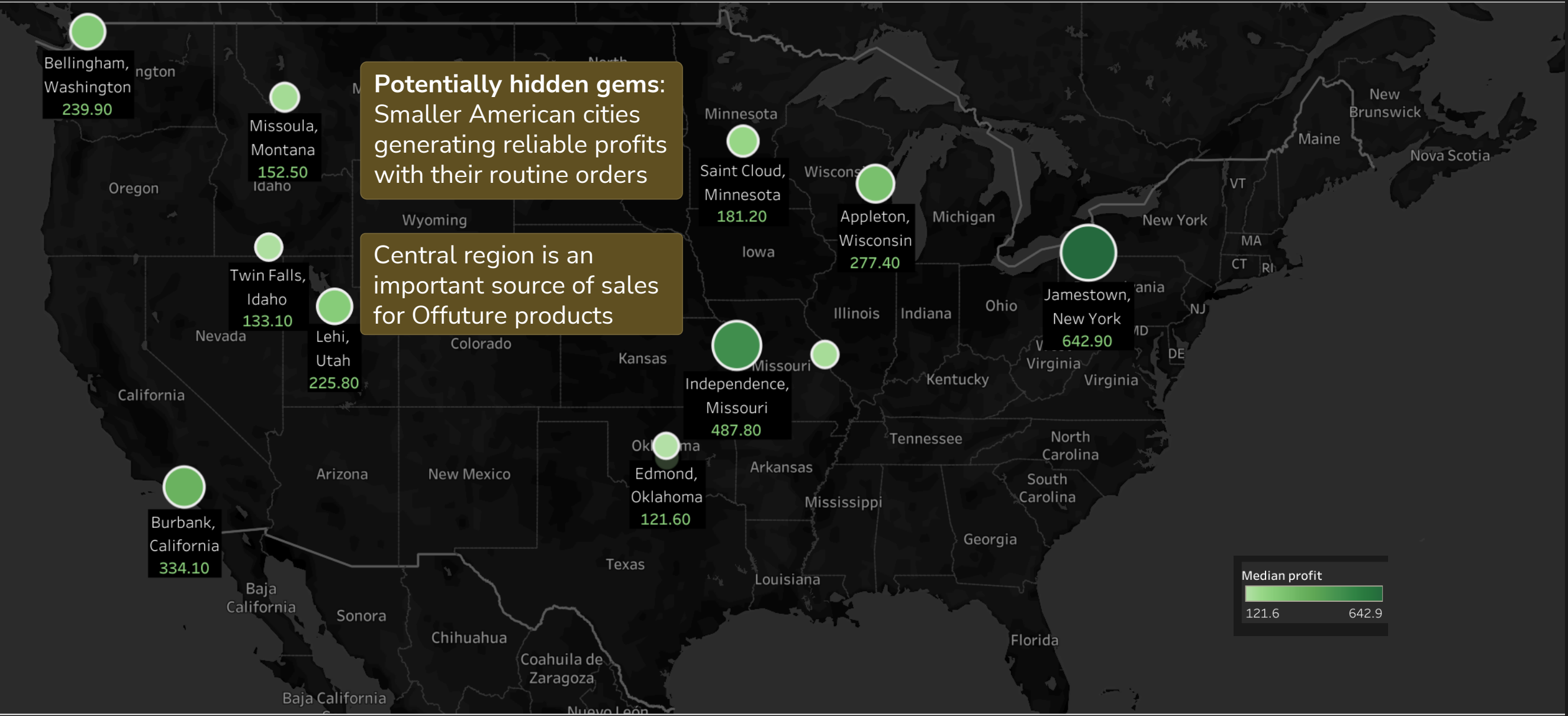
# PROFIT TRENDS – GLOBAL VIEW

National leaders: **Top 10 countries by total profit**



# PROFIT TRENDS – SUBNATIONAL VIEW

*Dependable revenue centres:* **US cities generating the highest median profit per order**



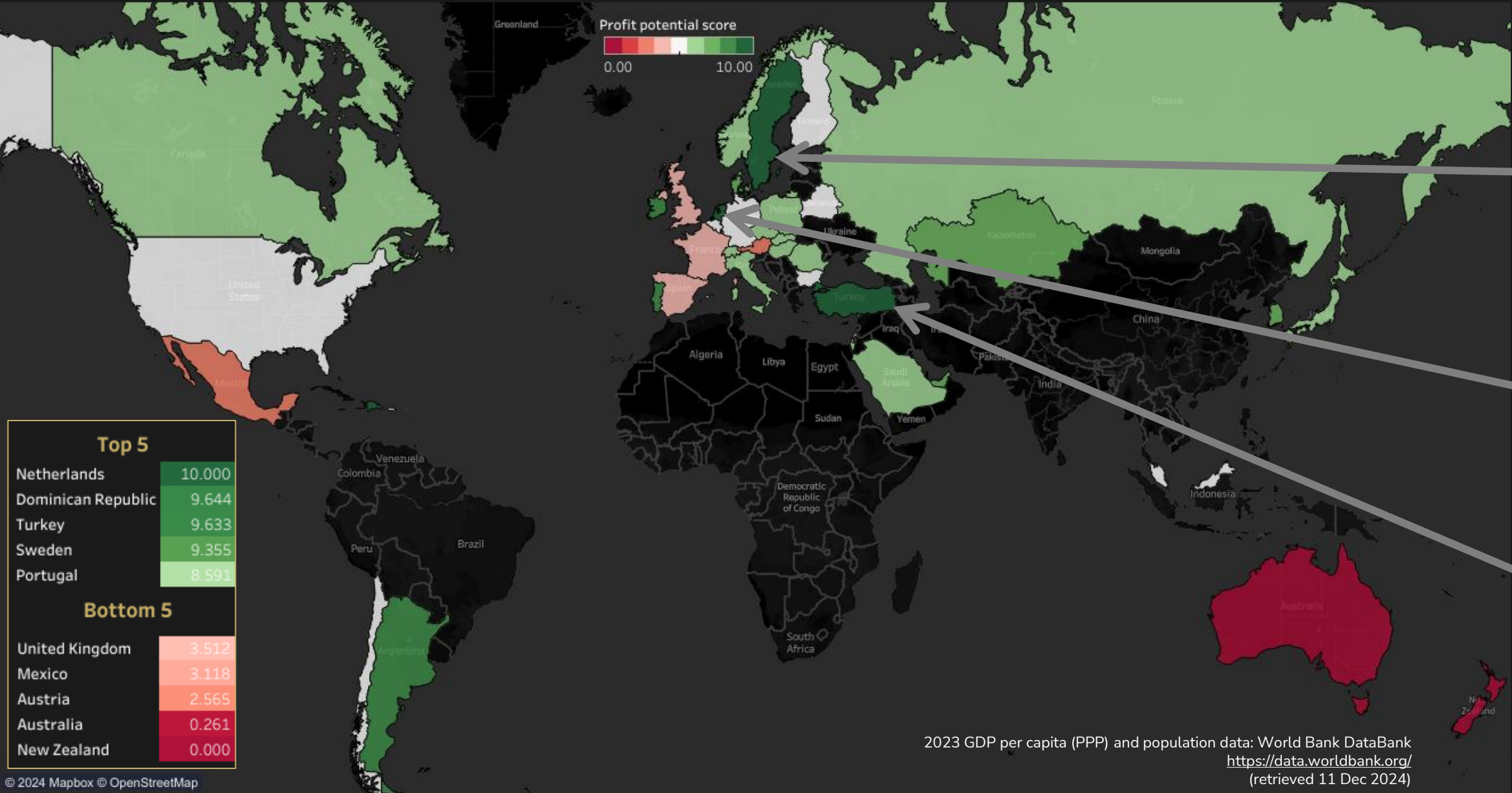


# PROFIT TRENDS – FUTURE VIEW

*Saturation point, steady state, room for growth?*

Profit potential among countries with 5m+ populations and high per-capita GDP

Low-hanging fruit:  
Push to challenge major  
local office suppliers'  
market share?





# YEARLY PERFORMANCE BY SEGMENT, CATEGORY, SUB-CATEGORY

**Segment**

**Category**

**Sub-category**

# PERFORMANCE BY SEGMENT

Year-on-year sales growth by segment

	2012	2013	2014
Consumer	+23.72%	+18.64%	+18.83%
Corporate	+11.16%	+34.49%	+24.48%
Home Office	+17.05%	+32.18%	+43.00%

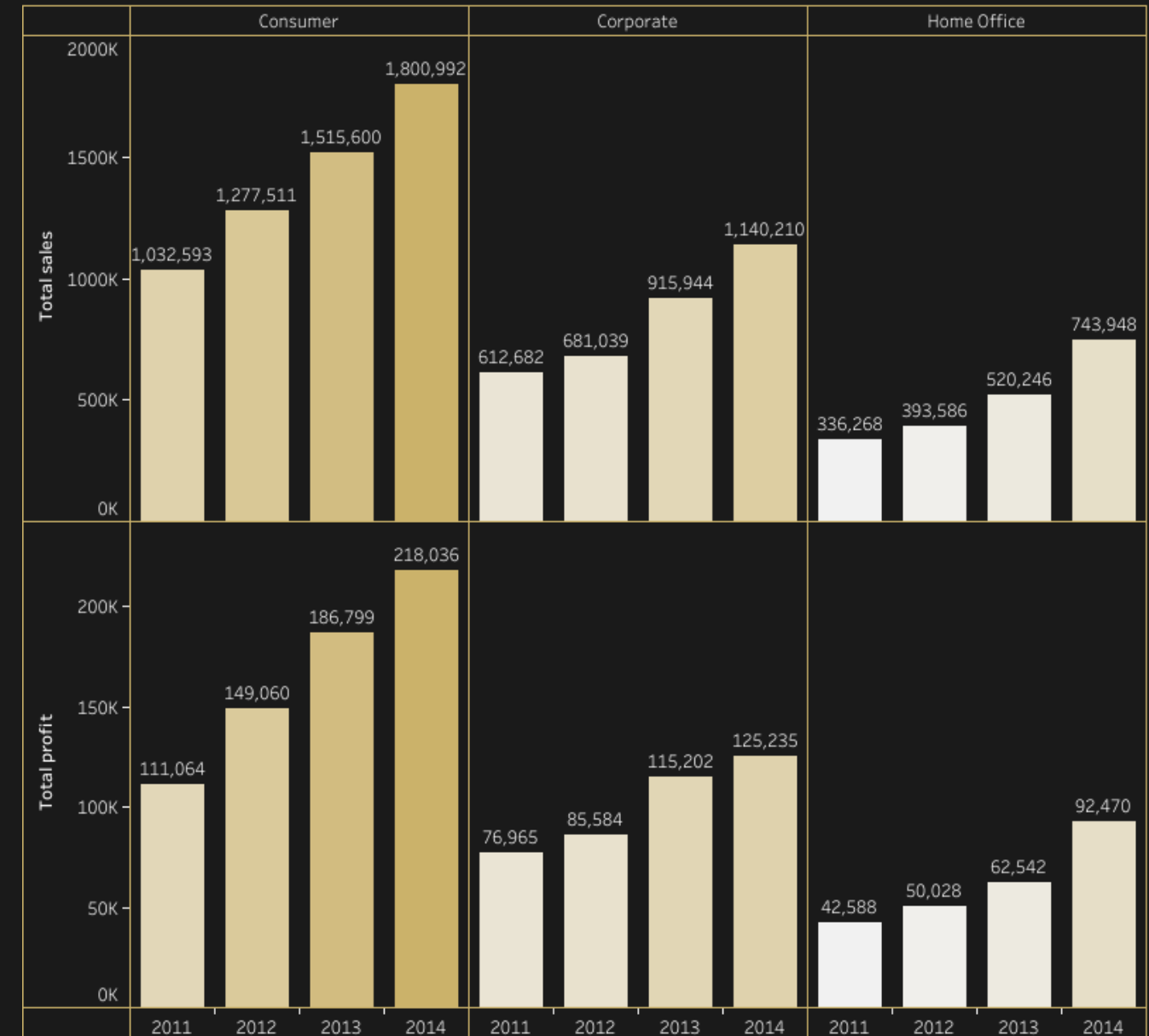
Year-on-year profit growth by segment

	2012	2013	2014
Consumer	34.21%	25.32%	16.72%
Corporate	11.20%	34.61%	8.71%
Home Office	17.47%	25.01%	47.85%

## Key insights

- **Consumer segment:** Dominates with **\$5.6m** sales and **\$665k** in profits across the years. But YoY profit growth is slowing down
- **Corporate segment:** Steady growth (**\$3.3m** sales, **\$403k** in profit). With 2013 showing record profits. However, profit growth did not sustain in 2014
- **Home office segment:** Smallest segment by growth (**\$2m** sales, **\$248k** in profit) but fastest and most consistently growing segment (**+47.9%** profit in 2014)

Clear winner: Trends in segments per year



# PERFORMANCE BY CATEGORY

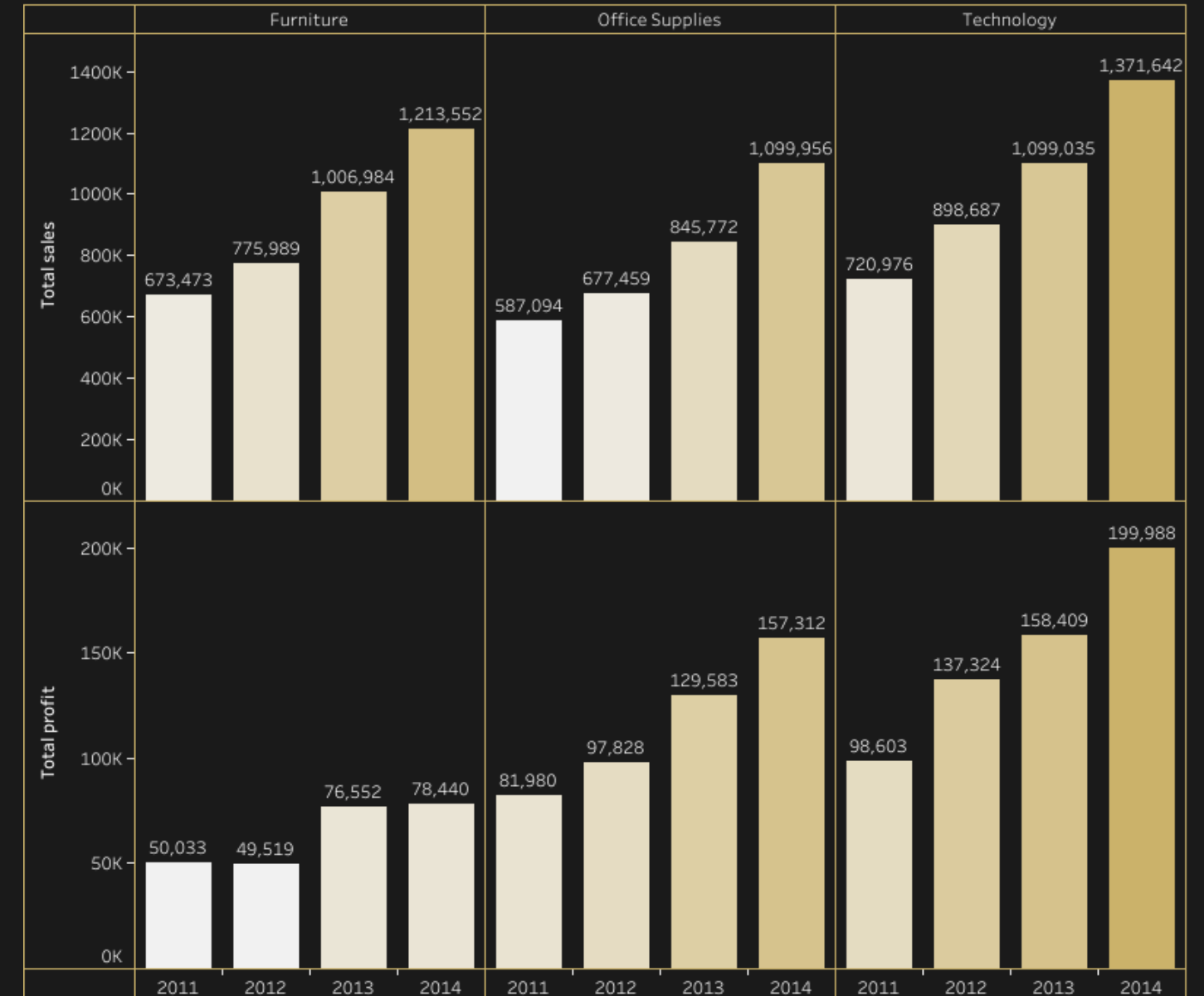
Year-on-year sales growth by category

	2012	2013	2014
Furniture	+15.22%	+29.77%	+20.51%
Office Supplies	+15.39%	+24.84%	+30.05%
Technology	+24.65%	+22.29%	+24.80%

Year-on-year profit growth by category

	2012	2013	2014
Furniture	-1.03%	54.59%	2.47%
Office Supplies	19.33%	32.46%	21.40%
Technology	39.27%	15.35%	26.25%

Growth across the board: Annual sales and profit trends by category

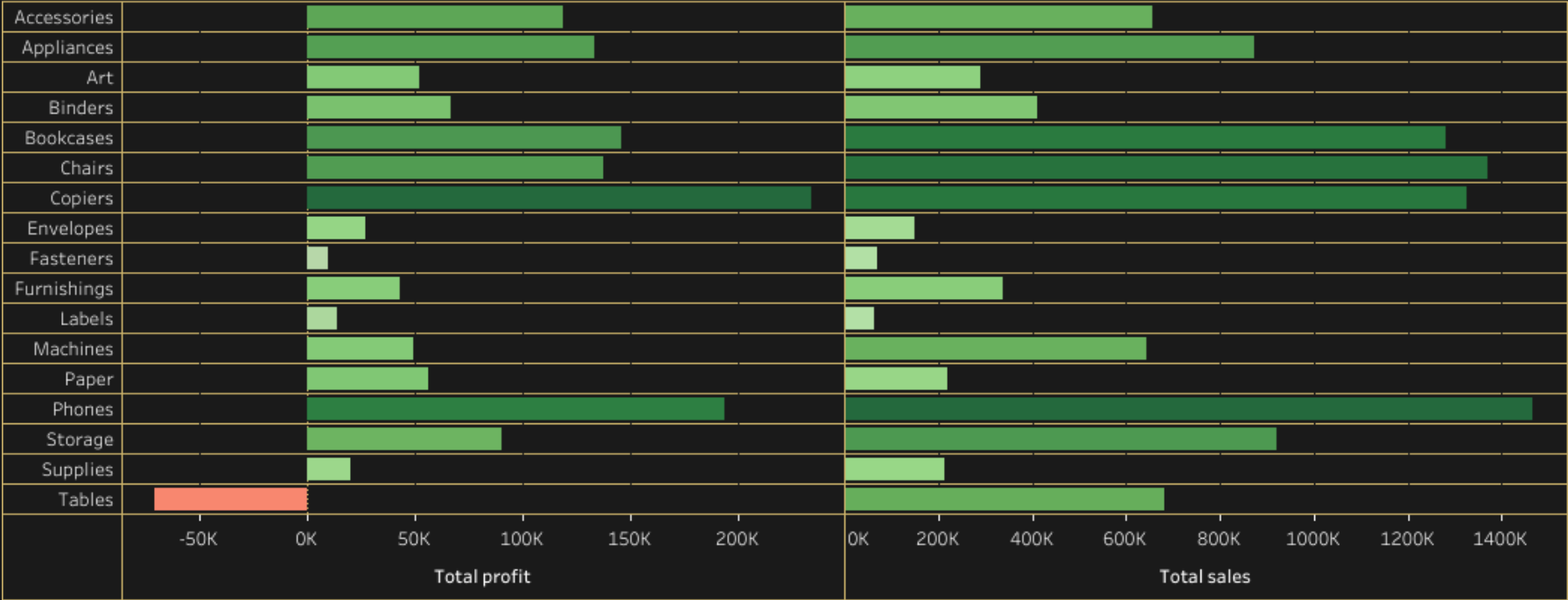


## Key insights

- Top performing:** Technology leads the way (\$4.09m in sales and \$594k in profits)
- Steady growth:** Office supplies showed consistent acceleration, with YoY sales almost doubling from 2012 to 2014
- Worst performing:** Furniture experienced volatility in profits, despite strong sales growth. Experienced a -1.03% loss 2012 followed by +54.59% gain in 2013.

# PERFORMANCE BY SUB-CATEGORY

Categorical differences: Trends by sub-category, 2011-2014



Total profit (left) and sales (right) by sub-category

Furniture	Bookcases	145,221	1,281,124
	Chairs	137,274	1,370,468
	Furnishings	43,103	336,352
	Tables	-71,054	682,053
Office Supplies	Appliances	132,772	872,419
	Art	51,581	291,230
	Binders	66,106	409,618
	Envelopes	27,102	150,012
	Fasteners	9,573	70,548
	Labels	13,709	63,982
	Paper	55,780	218,715
	Storage	89,881	919,684
	Supplies	20,200	214,073
Technology	Accessories	118,258	657,078
	Copiers	233,723	1,324,441
	Machines	49,254	643,168
	Phones	193,088	1,465,653

## Top performers

- **Bookcases (furniture):** Strong profit (\$145k) and sales (\$1.28m), contributing significantly to the category
- **Appliances (office supplies):** The star performer in this category (\$132k profit, \$732k sales)
- **Copiers (technology):** The standout sub-category with exceptional profits (\$223k) and strong sales (\$1.23m)

## Worst performer

- **Tables (furniture):** Lowest performing subcategory with significant losses -\$71k profit despite \$682k sales. This is a critical issue requiring further analysis of pricing, demand, or costs

Complementary Goods (Tables & Chairs – bundle pricing to boost profits of tables)



# BEST AND WORST-PERFORMING PRODUCTS



Profitability



Quantity sold



Gross profit margin per product



# BEST AND WORST-PERFORMING PRODUCTS



## Profitability

1

Canon copier:

- \$25,200

2

Cisco & Motorola full-size phones:

- \$34,266

1

Cubify CubeX 3D printer:

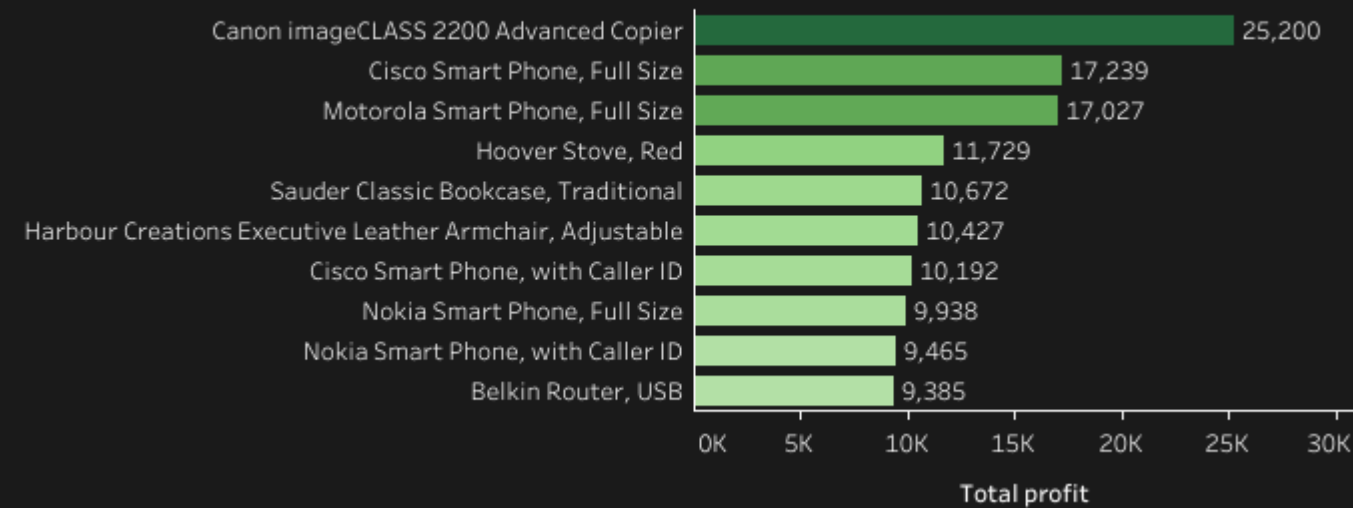
-\$8,880

2

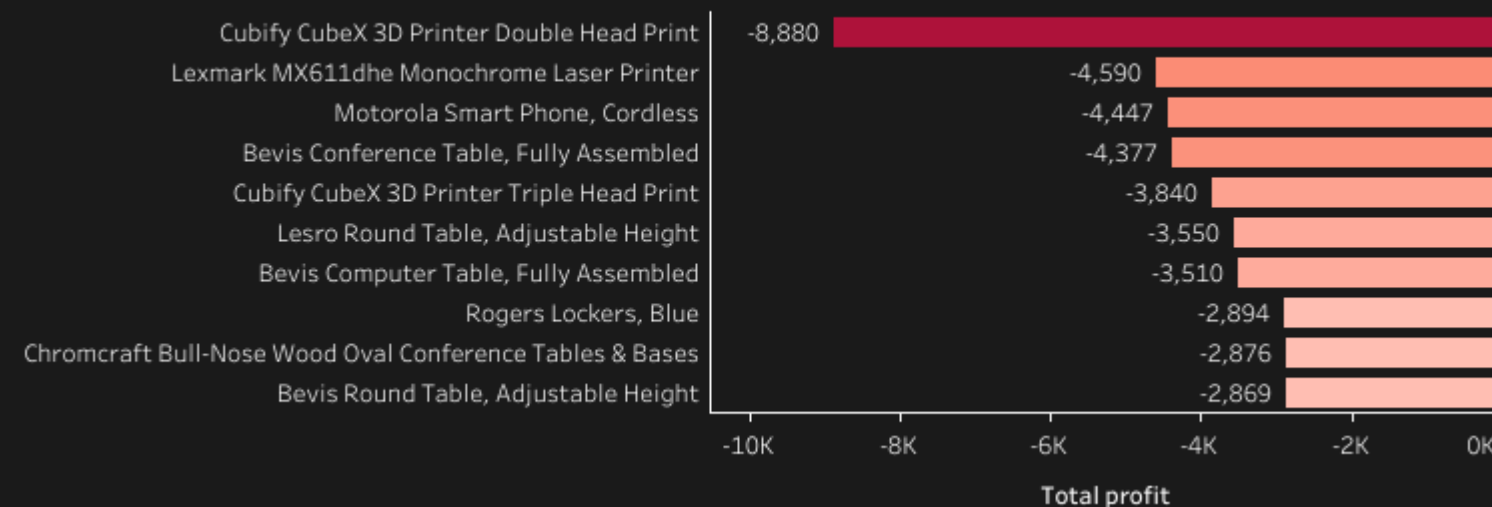
Lexmark printer & Motorola cordless phone:

-\$9,037

### Top earners: Highest 10 products by profitability



### Coming at a cost: Lowest 10 products by profitability



# WHAT DOES THIS MEAN FOR OFFUTURE?



# WHAT DOES THIS MEAN FOR OFFUTURE?



1

## Doubling down

- Canon copier
- Cisco & Motorola full-size phones

2

## Reassessing strategy

- Refine pricing
- Refine production
- Refine marketing strategies

3

## Streamlining and leveraging

- Optimising underperformers: Bolster in strong regions, cut in weak ones
- Striking balance between investment, production and targeted marketing

# BEST AND WORST-PERFORMING PRODUCTS

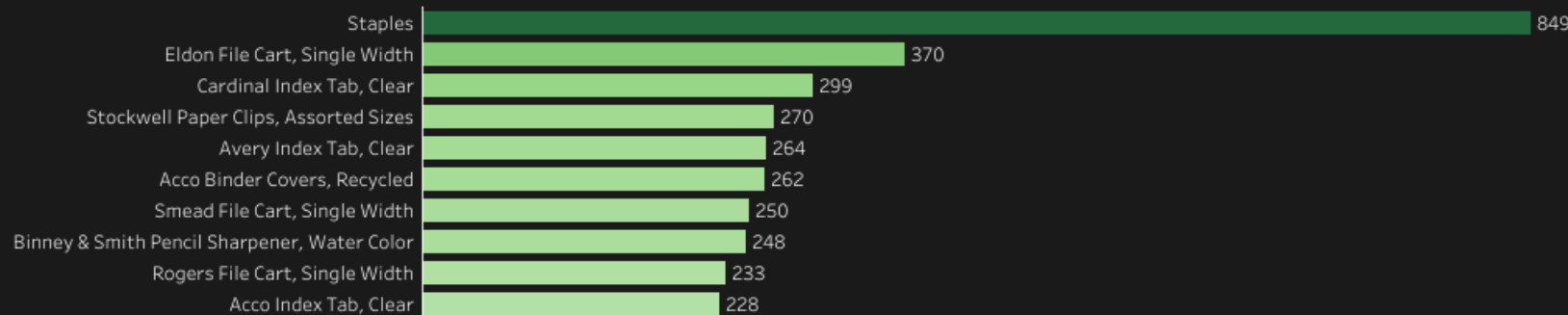


## Quantity Sold

1

Staples 849, Eldon File Cart 370, and Cardinal Index Tab 299

Staple diet: Top 10 products by quantity sold



1

Boston Pencil Sharpeners, Chromcraft Tables, and Global Enterprise Tilt Chairs 1

Tough sell: Selection of 10 products selling only one or two units

Boston 1900 Electric Pencil Sharpener	1
Chromcraft Training Table, Adjustable Height	1
Global Enterprise Series Seating Low-Back Swivel/Tilt Chairs	1
Penpower WorldCard Pro Card Scanner	1
Avery 5	2
Avery Hi-Liter Pen Style Six-Color Fluorescent Set	2
Barricks Non-Folding Utility Table with Steel Legs, Laminate Tops	2
Canon imageCLASS MF7460 Monochrome Digital Laser Multifunction Copier	2
Eureka Disposable Bags for Sanitaire Vibra Groomer I Upright Vac	2
Grip Seal Envelopes	2





# WHAT DOES THIS MEAN FOR OFFUTURE?



1

## Strengthening essentials

- Everyday necessities of customers

2

## Focusing resources

- Decisive action on underperformers:  
Pricing readjusted, marketing refined or removed entirely





# BEST AND WORST-PERFORMING PRODUCTS



## Gross profit margin per product

1

Wilson Jones DubLock D-Ring Binders

- 50.01%

2

Recycled Interoffice Envelopes with String and Buttons Closure, 10 x 13

- 50.01%

1

Chromcraft Coffee Table, Fully Assembled

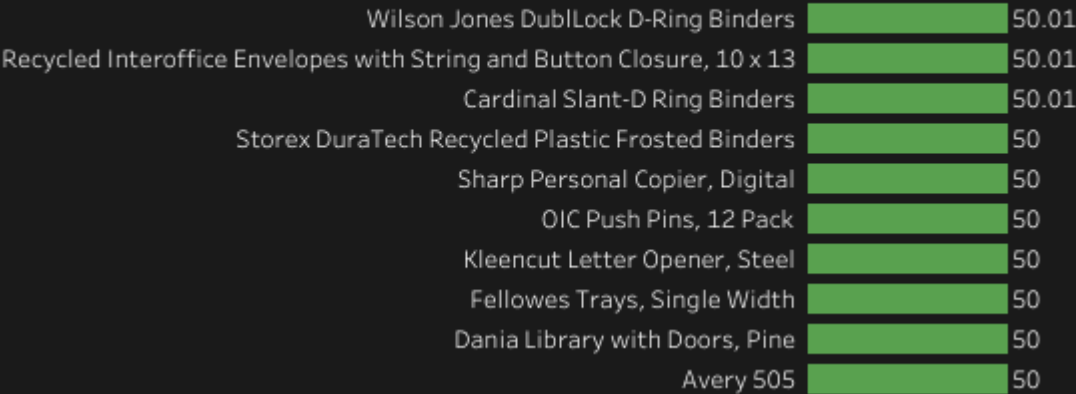
- -473.4%

2

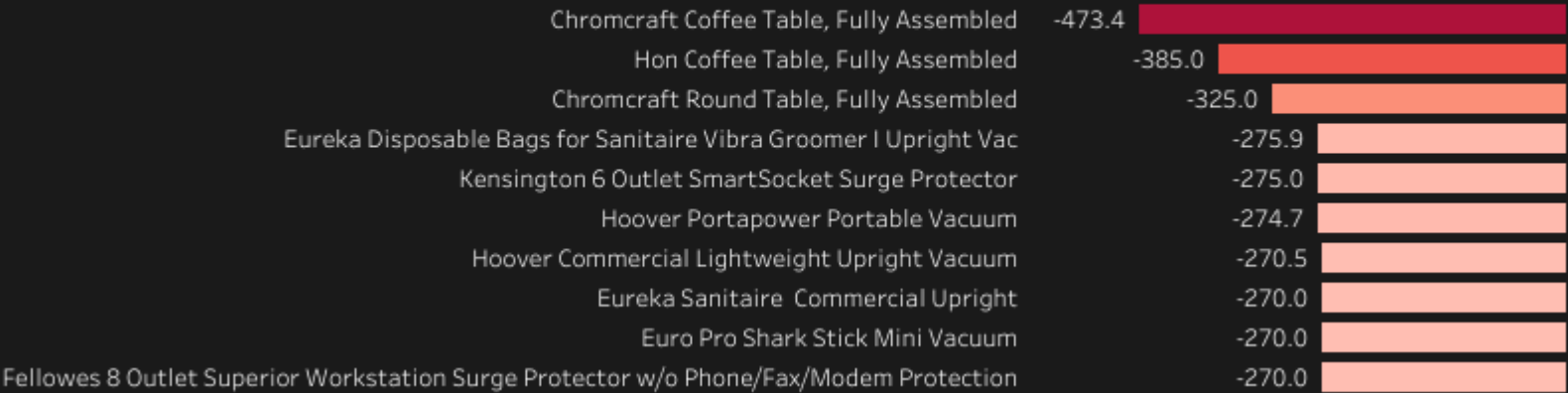
Hon Coffee Table, Fully Assembled

- -385.0%

### Money spinners: Highest profit margin per product



### Foot of the table: Lowest profit margin per product



## CONCLUDING OBSERVATIONS

1. Your gross profit has grown by 102%, sales have grown by 90% between 2011 and 2014
  - Gross profit margin increase = improved efficiencies
2. You have exceeded the industry average growth rate by 70% between 2011 and 2014
  - Competitive advantage over your competitors
3. One key opportunity arises in capturing value in mature and resilient regions
  - Operational efficiency and competitive strength

All Offuture data presented was retrieved and refined from internal sources between 9 and 12 December 2024, with the aid of DBeaver 24.3, PG Admin 8.10 and visualised using Tableau 2024.3.1 – any other sources are cited within our slides

# THANK YOU FOR LISTENING

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Can we answer any questions?