

# 2020 Performance Review: A Year of Accelerated Growth

An analysis of the key drivers behind our landmark performance

Company

# \$1.57 Million in Sales Capped a Landmark Year



**\$1.57M**

Total Sales



**\$175.26K**

Total Profit



**22K**

Units Sold



**4 Days**

Average Delivery Time

Across key metrics, 2020 performance was exceptionally strong, reflecting significant commercial momentum and operational efficiency.

# Consistent Year-Over-Year Growth Was the Defining Story of 2020

Monthly Sales YoY



Monthly Profit YoY



## Insight Box

### The So What?

The data reveals not just a successful year, but a pattern of accelerating outperformance. Understanding the drivers of this momentum is key to replicating it.

# Three Core Pillars Powered Our Growth



## Our Customer Base

Who is buying our products.



## Our Product Mix

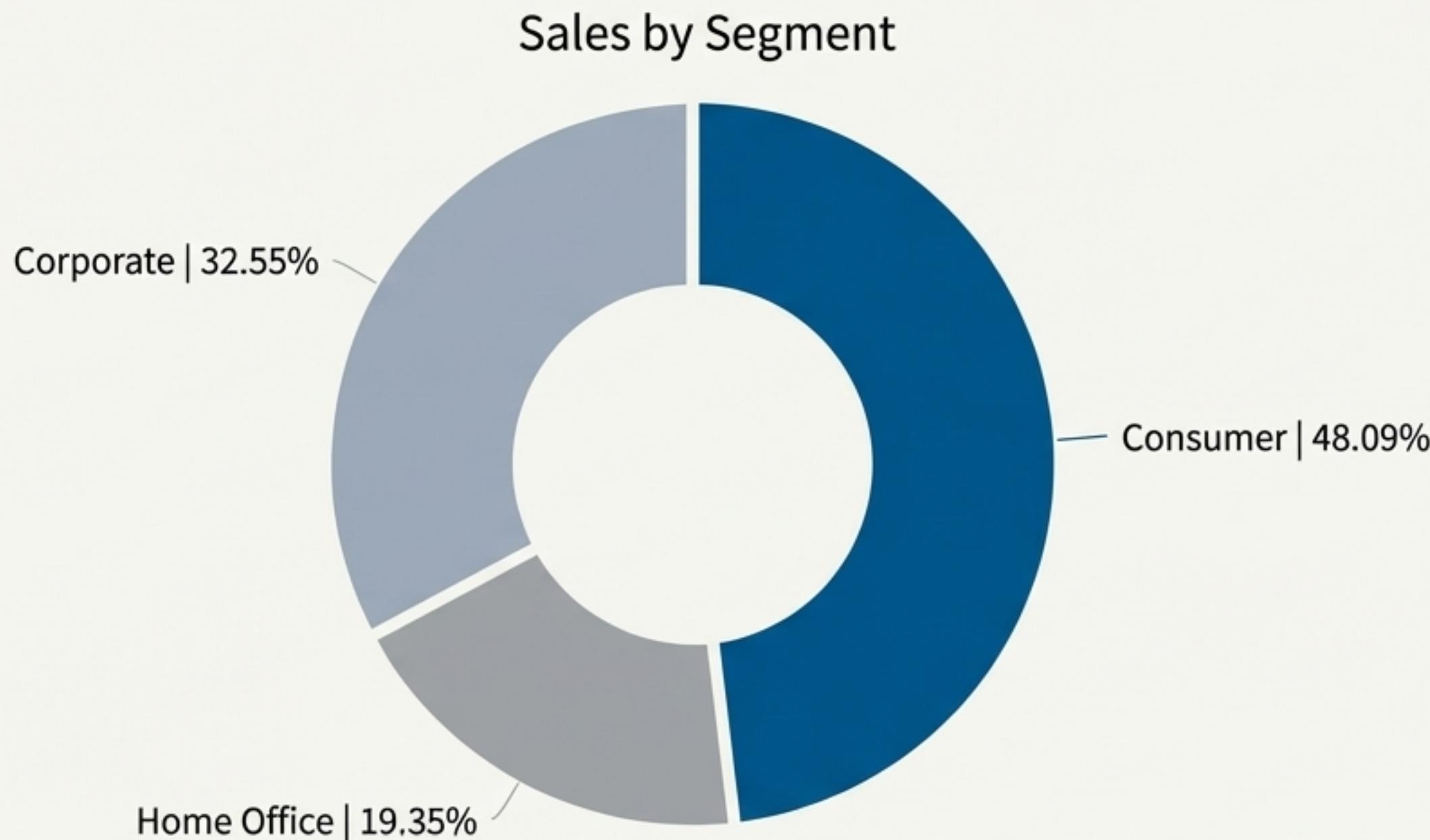
What products are selling the most.



## Our Geographic Footprint

Where our sales are concentrated.

# The Consumer Segment Accounted for Nearly Half of All Sales

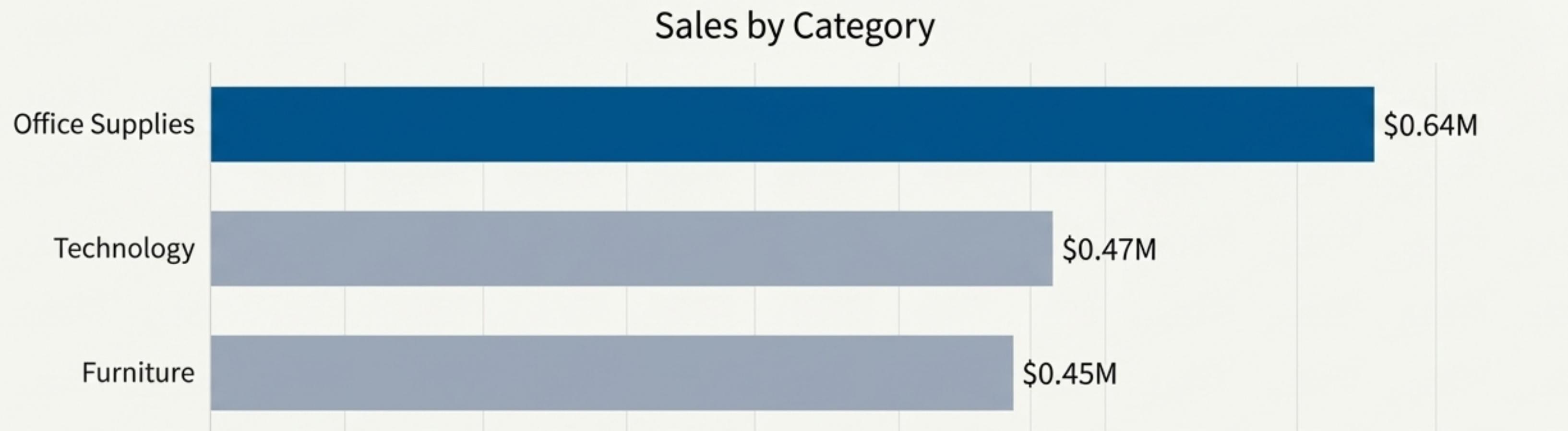


## Insight Box

### The So What?

Our strong connection with individual consumers is the primary engine of our revenue. Strategies for retention and targeted marketing to this segment are critical for sustained growth.

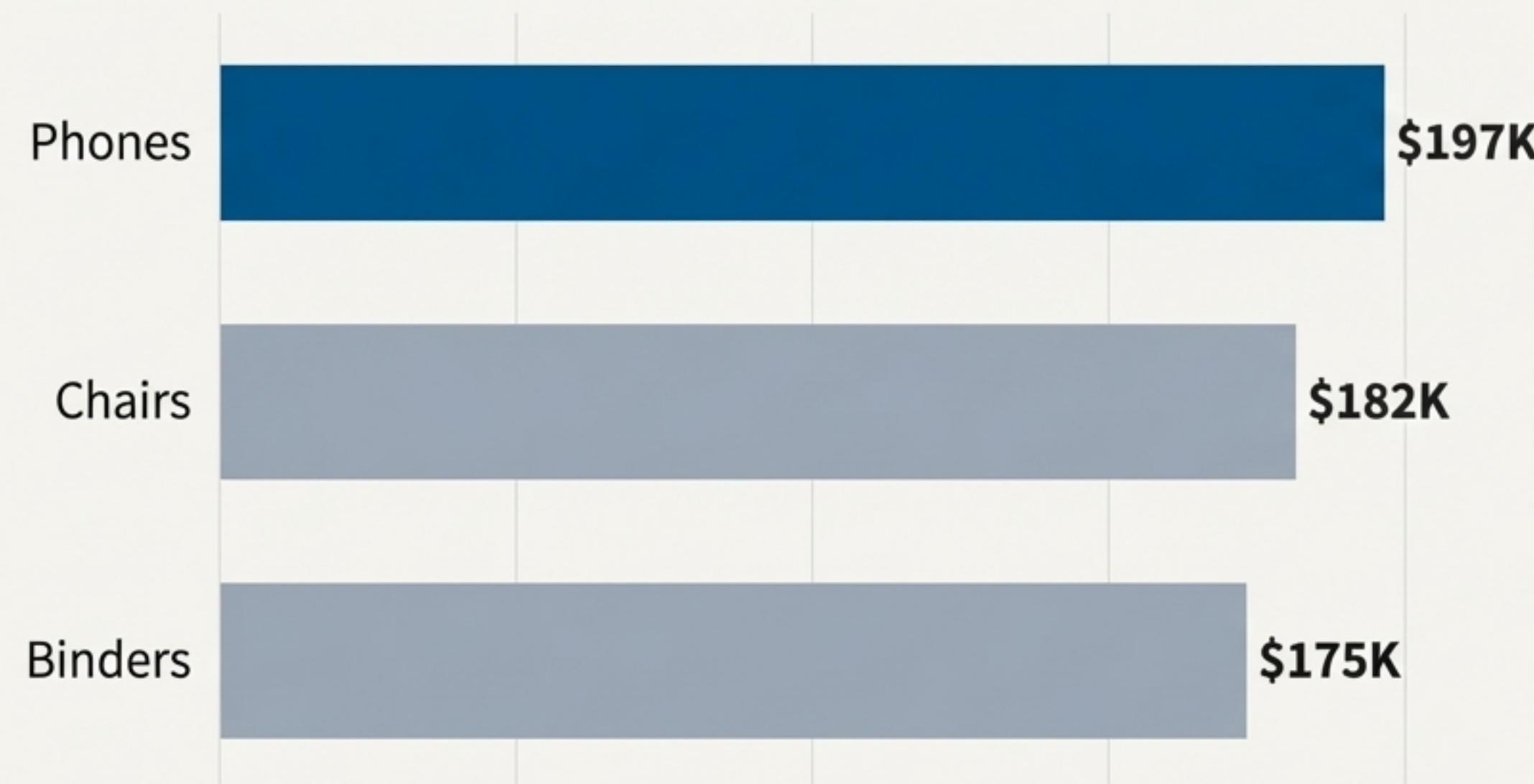
# Office Supplies Was Our Top-Performing Category at \$640K in Revenue



While all categories performed well, Office Supplies remains the bedrock of our sales portfolio.

# Phones, Chairs, and Binders Were the Top-Selling Individual Products

## Top 3 Sales by Sub-Category

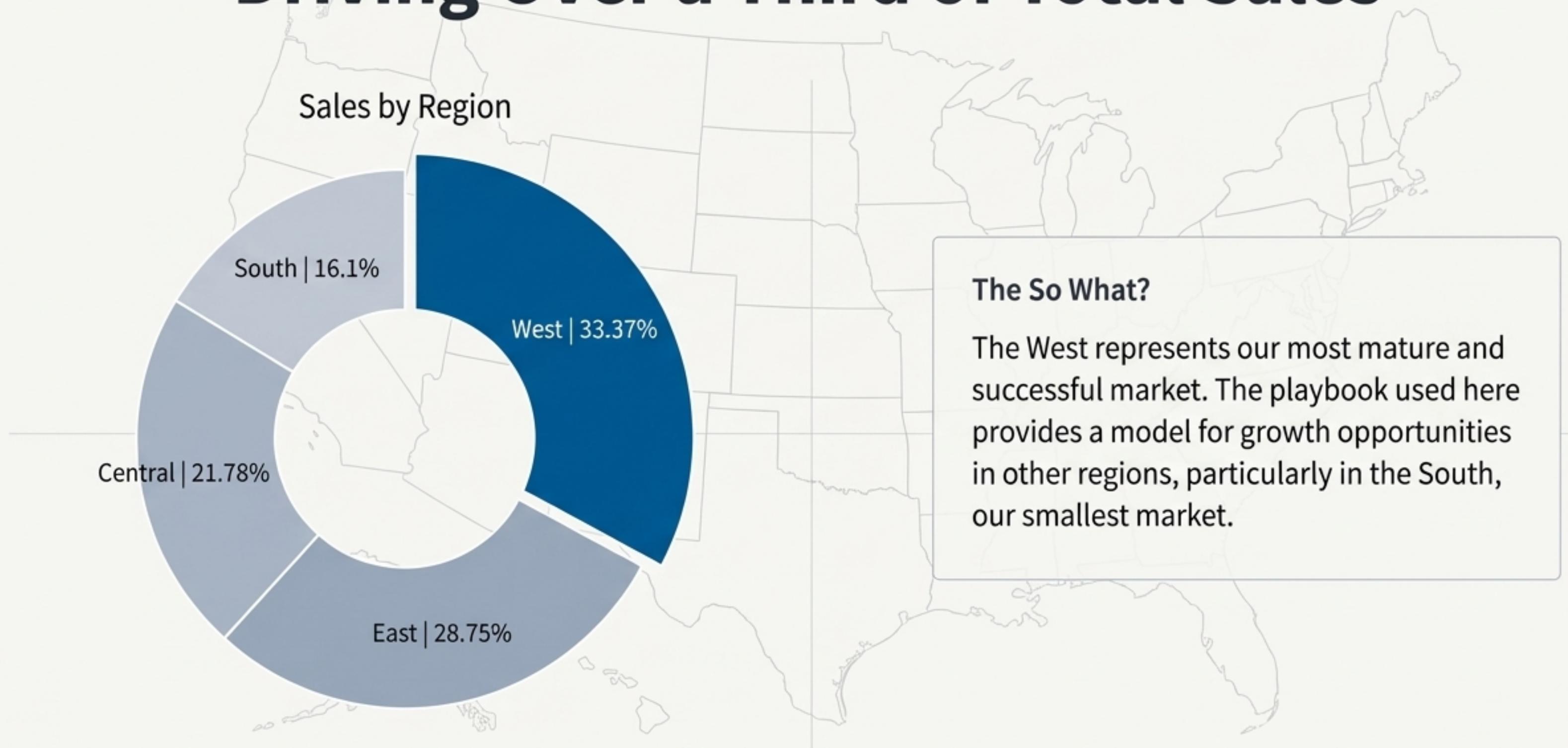


### The So What?

### The So What?

Our product success is balanced. We are capturing both high-ticket purchases like technology and furniture, and high-volume, recurring demand for core supplies. This diverse mix creates a resilient revenue stream.

# The West Coast Is Our Powerhouse, Driving Over a Third of Total Sales

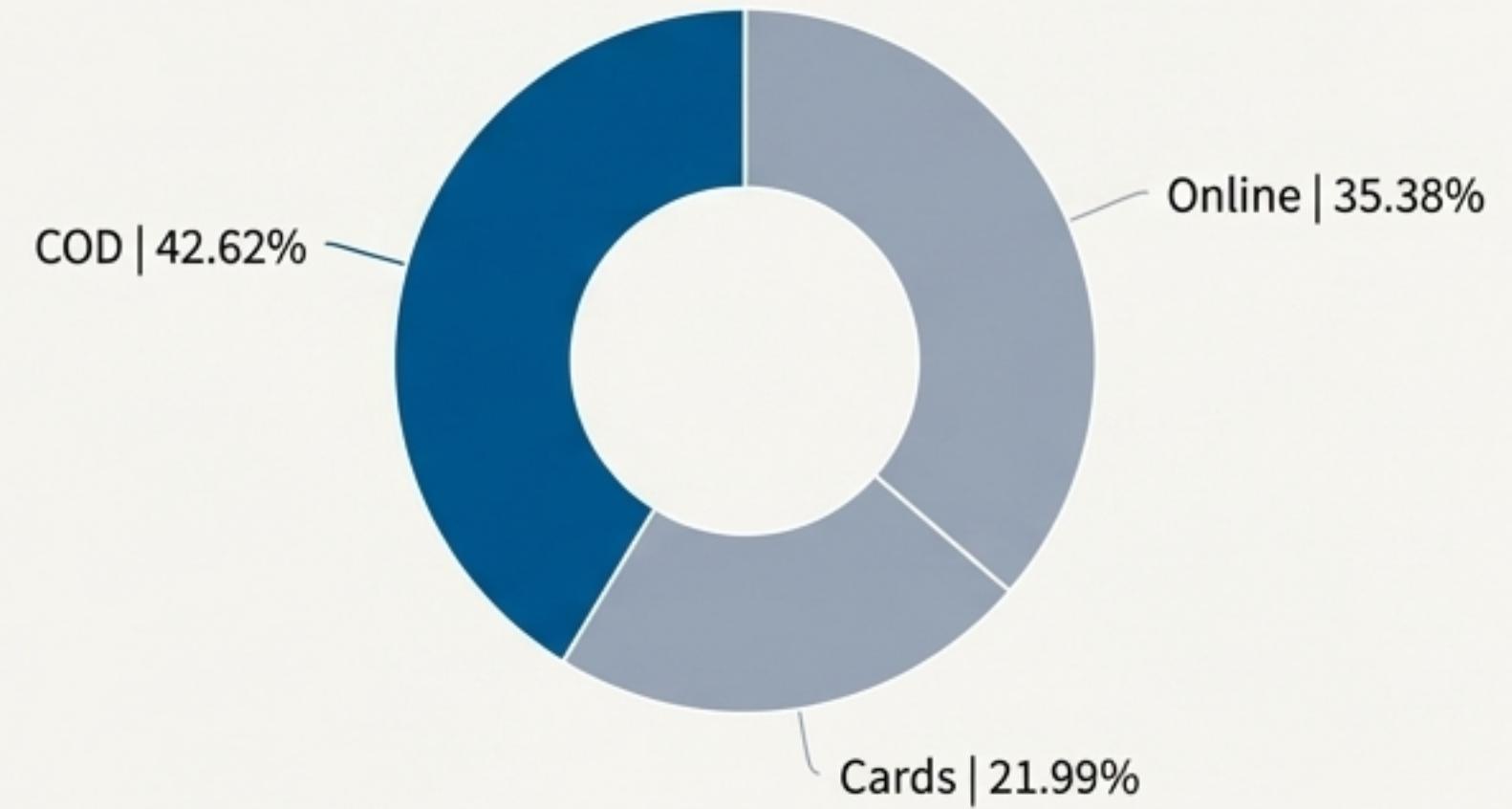


# Efficient Operations Supported Growth, with Standard Shipping and COD Leading

Sales by Ship-Mode



Sales by Payment Mode



## The So What?

Our logistical focus on cost-effective standard shipping meets the core need of our customer base. The continued prevalence of COD suggests a diverse customer financial profile that our systems successfully accommodate.

# Our 2020 Success: A Story of a Core Customer, Key Products, and Regional Strength



The **Consumer** segment was our foundation, driving **48%** of sales.



**Office Supplies & Technology** led our portfolio, with **Phones** as the top sub-category.



The **West** anchored our performance, contributing **33%** of all revenue.



This combination powered a sustained **YoY sales and profit increase** throughout 2020.