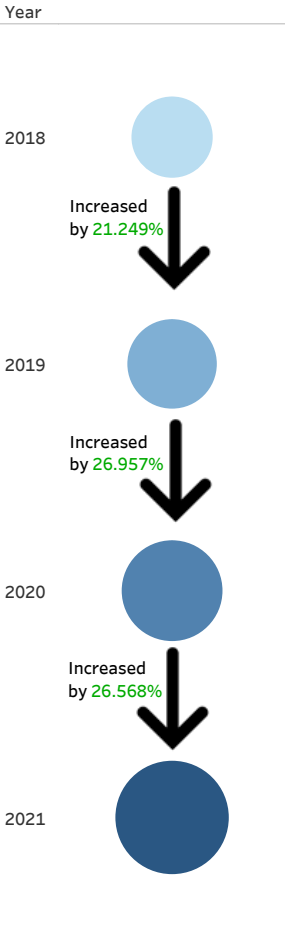


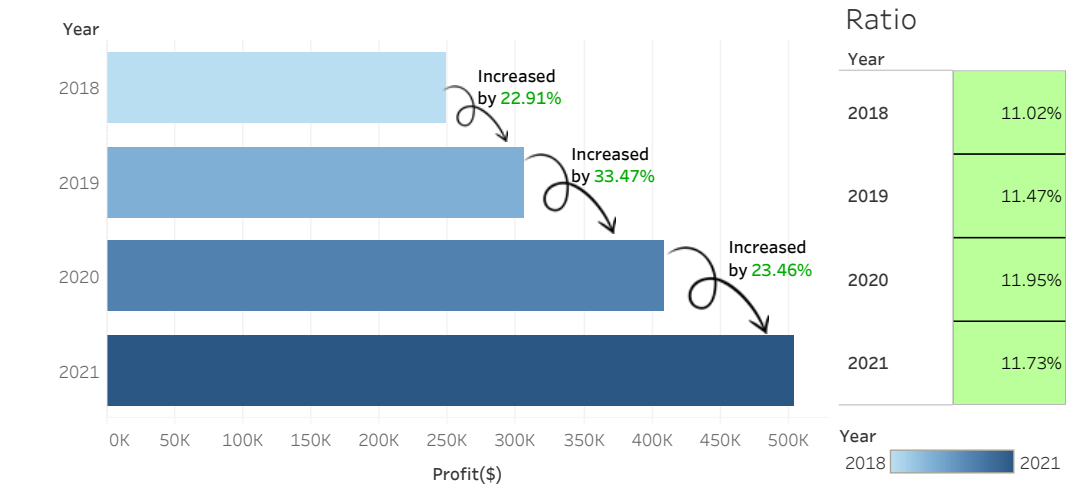
Story

General Overview on company year on year performance	Comparison of Canada to other markets	Overview on the performance of goods sorted by category.	Outlook on performance of goods organised by sub-category	Customer Breakdown
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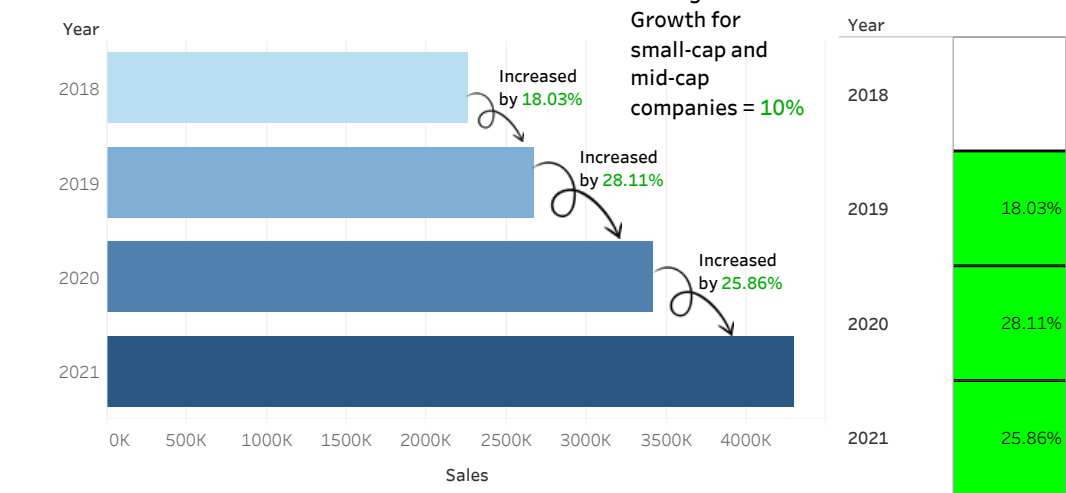
Graph 1. Total number of customers from 2018 to 2021



Graph 2. Annual Total Profit(\$) from 2018 to 2021



Graph 3. Total sales from 2018 to 2021



Story

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Table 1. Overview of the Markets

Market		Year			
		2018	2019	2020	2021
Africa	Sales	\$127,187.27	\$144,480.71	\$229,068.79	\$283,036.44
	% of Total Sales	5.63%	5.42%	6.70%	6.58%
	Quantity	1,926	1,961	2,932	3,745
	Avg. Shipping Cost	\$19.30	\$18.49	\$20.53	\$18.52
	Avg. Discount	20.56%	17.28%	13.70%	14.00%
APAC	Sales	\$639,245.26	\$761,626.38	\$975,673.80	\$1,209,198.69
	% of Total Sales	28.29%	28.56%	28.56%	28.12%
	Quantity	7,253	8,706	11,005	14,262
	Avg. Shipping Cost	\$35.19	\$34.63	\$37.25	\$33.97
	Avg. Discount	14.97%	14.23%	14.25%	15.73%
Canada	Sales	\$8,509.11	\$16,096.80	\$19,161.15	\$23,161.11
	% of Total Sales	0.38%	0.60%	0.56%	0.54%
	Quantity	110	190	257	276
	Avg. Shipping Cost	\$16.63	\$18.24	\$21.25	\$19.67
	Avg. Discount	0.00%	0.00%	0.00%	0.00%
EMEA	Sales	\$136,420.32	\$163,202.60	\$204,852.45	\$301,685.94
	% of Total Sales	6.04%	6.12%	6.00%	7.02%
	Quantity	1,904	2,389	3,069	4,155
	Avg. Shipping Cost	\$19.64	\$16.67	\$15.81	\$18.42
	Avg. Discount	19.42%	21.31%	19.32%	18.91%
EU	Sales	\$478,743.28	\$651,700.81	\$765,441.24	\$1,042,203.73
	% of Total Sales	21.19%	24.44%	22.40%	24.24%
	Quantity	6,247	8,485	9,742	13,299
	Avg. Shipping Cost	\$31.57	\$29.69	\$31.83	\$30.79
	Avg. Discount	10.93%	9.40%	10.46%	10.49%
LATAM	Sales	\$385,098.16	\$460,511.65	\$612,362.42	\$706,632.94
	% of Total Sales	17.04%	17.27%	17.92%	16.43%
	Quantity	6,422	8,270	11,452	12,382
	Avg. Shipping Cost	\$23.97	\$21.99	\$21.27	\$23.97
	Avg. Discount	12.87%	13.38%	13.90%	13.70%
US	Sales	\$484,247.50	\$469,151.17	\$609,855.17	\$733,947.02
	% of Total Sales	21.43%	17.59%	17.85%	17.07%
	Quantity	7,581	7,930	9,859	12,503
	Avg. Shipping Cost	\$24.97	\$23.95	\$23.56	\$23.28
	Avg. Discount	15.83%	15.54%	15.49%	15.65%

Table 2. Average Discount

Market	
Africa	15.67%
APAC	14.88%
Canada	0.00%
EMEA	19.61%
EU	10.31%
LATAM	13.55%
US	15.62%

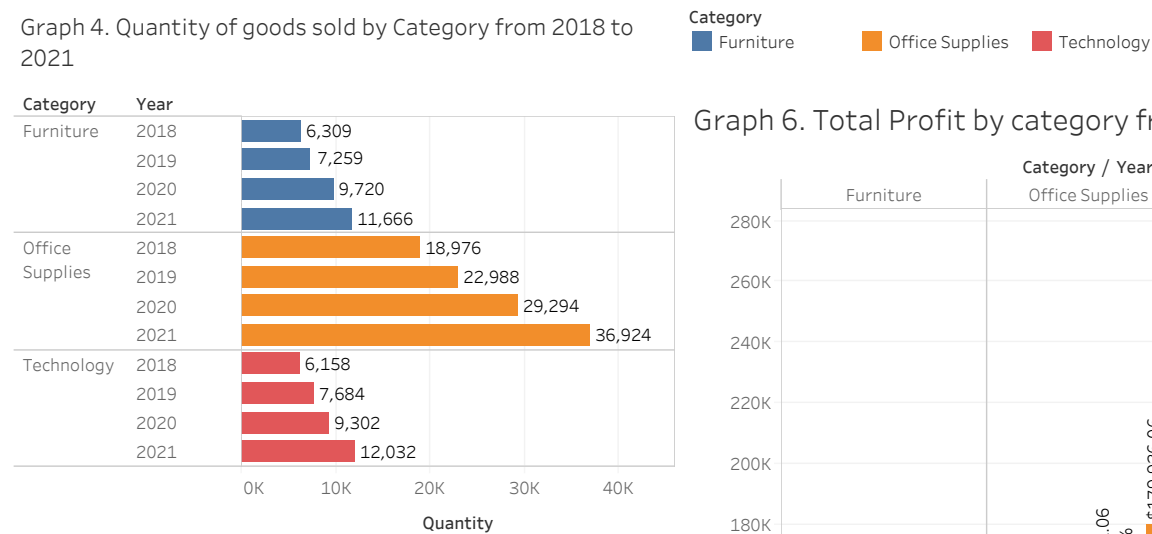
Table 3. Average Shipping Cost

Year	
2018	\$27.15
2019	\$25.86
2020	\$26.42
2021	\$26.27

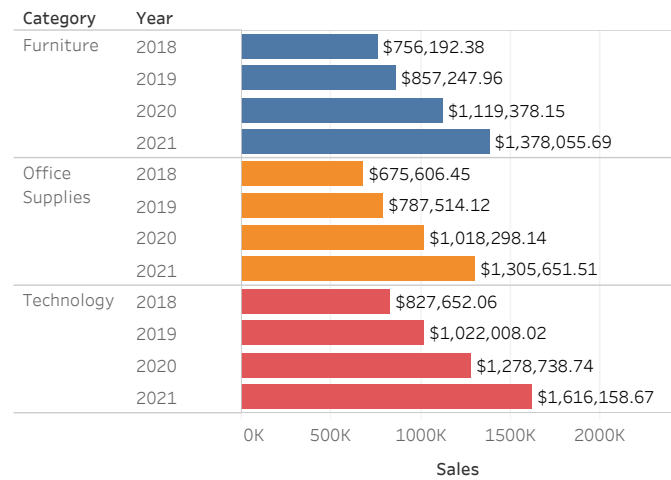
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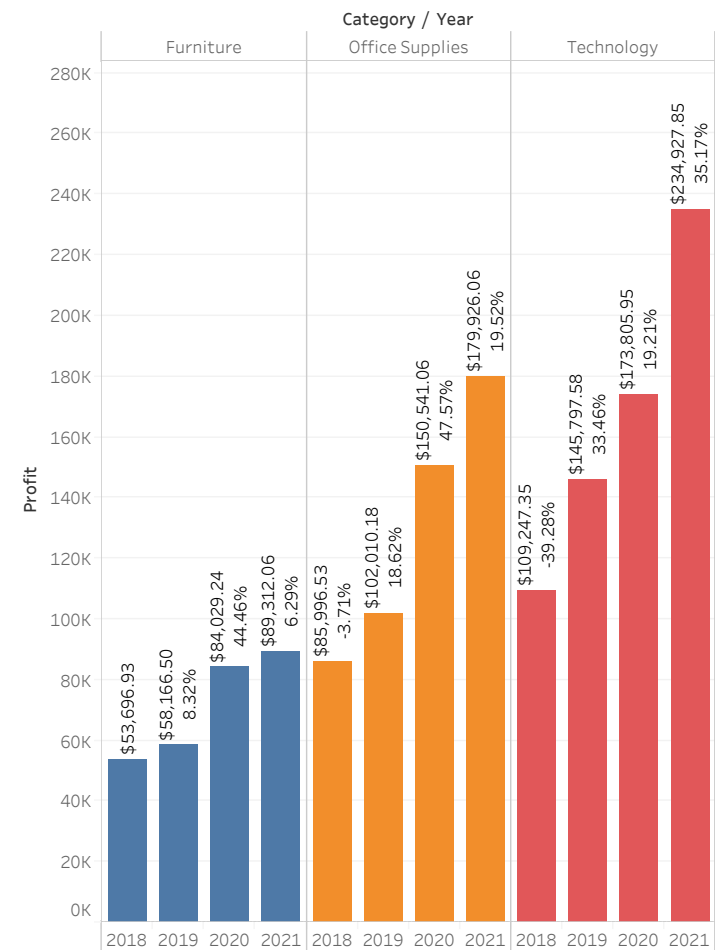
Graph 4. Quantity of goods sold by Category from 2018 to 2021



Graph 5. Total sales by Category from 2018 to 2021



Graph 6. Total Profit by category from 2018 to 2021



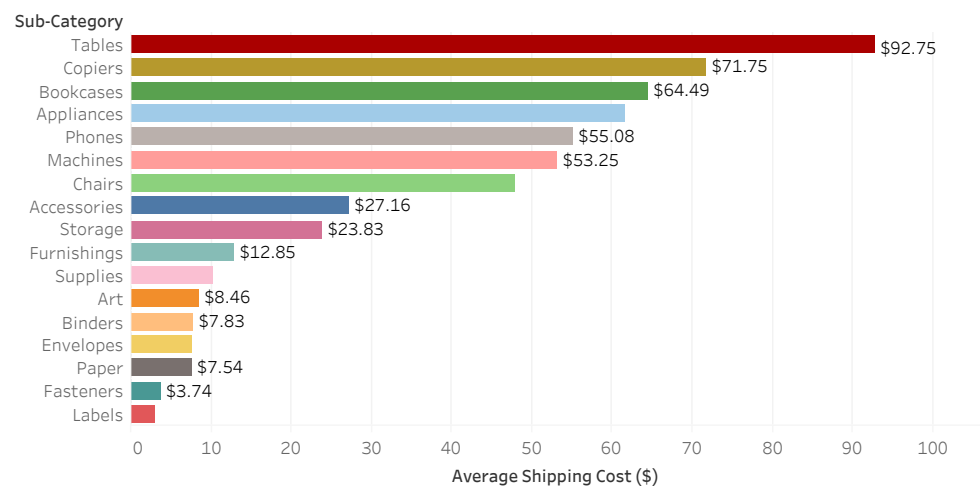
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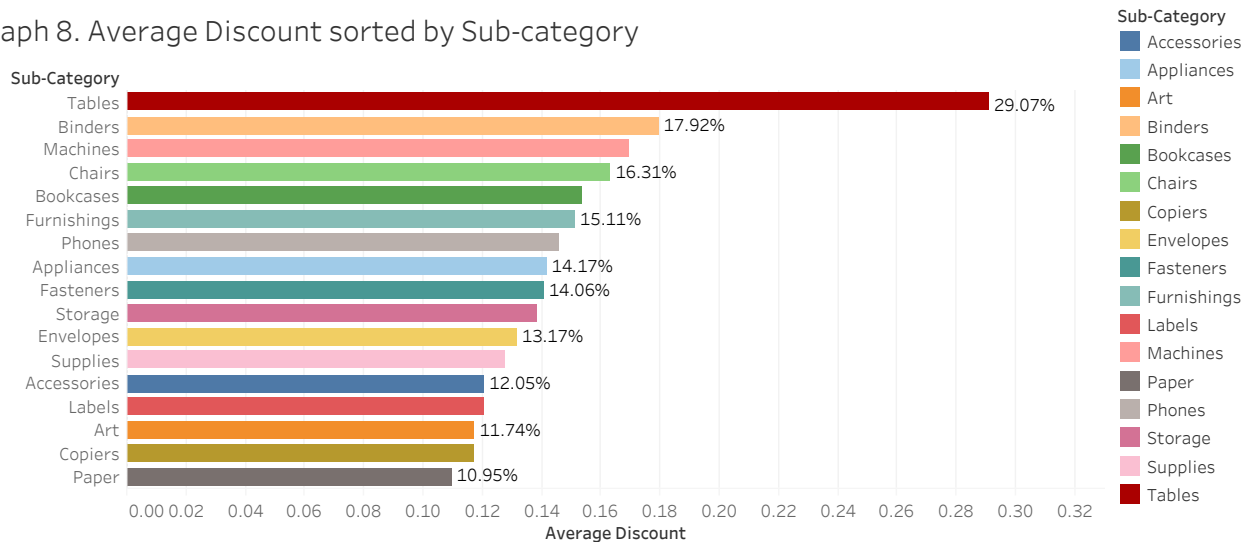
Table 4. Sum of Profit(Sub Cat)

Sub-Category	
Accessories	\$129,626.31
Appliances	\$141,680.59
Art	\$57,953.91
Binders	\$72,449.85
Bookcases	\$161,924.42
Chairs	\$140,396.27
Copiers	\$258,567.55
Envelopes	\$29,601.12
Fasteners	\$11,525.42
Furnishings	\$46,967.43
Labels	\$15,010.51
Machines	\$58,867.87
Paper	\$59,207.68
Phones	\$216,717.01
Storage	\$108,461.49
Supplies	\$22,583.26
Tables	(\$64,083.39)

Graph 7. Average Shipping Cost sorted by Sub-category



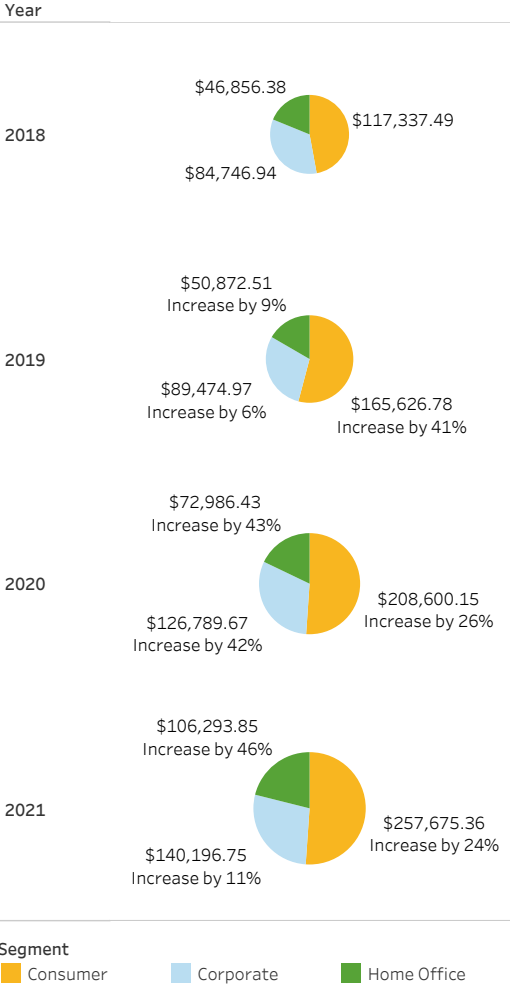
Graph 8. Average Discount sorted by Sub-category



Story

General Overview on company year on year performance	Comparison of Canada to other markets	Overview on the performance of goods sorted by category.	Outlook on performance of goods organised by sub-category	Customer Breakdown
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Graph 9. Total Profit per year by customer segment



Graph 10. World Map breakdown of the total number of customers by region as of 2021

