

OFFUTURE Insights



Sales Data Analysis

Author: Team GroupBy

Analysis Last Update: 01/05/2024



Overview

Between 01.01.2011 and 31.12.2014

- 147 countries
- 1,590 customers
- 3,636 cities
- 10,292 different products
- Total profit ~ \$1.47m

Agenda

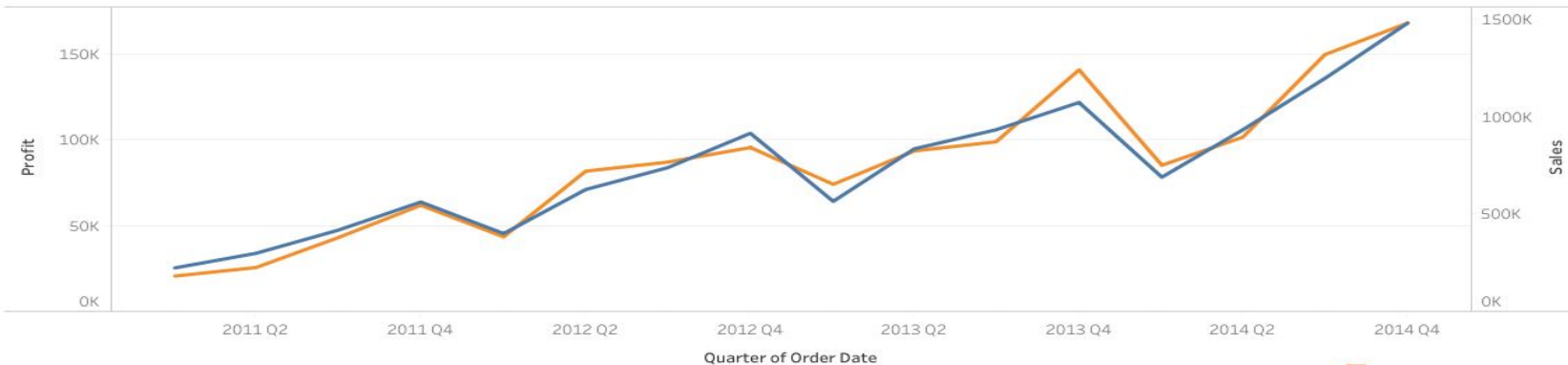
- Profit by different metrics:
 - Chronological
 - Geographical
 - Categorical
- Potential sources of loss
 - Unprofitable Products
 - Discounts
- Summary of key findings

Any questions welcome at the end.



Profit and sales over time

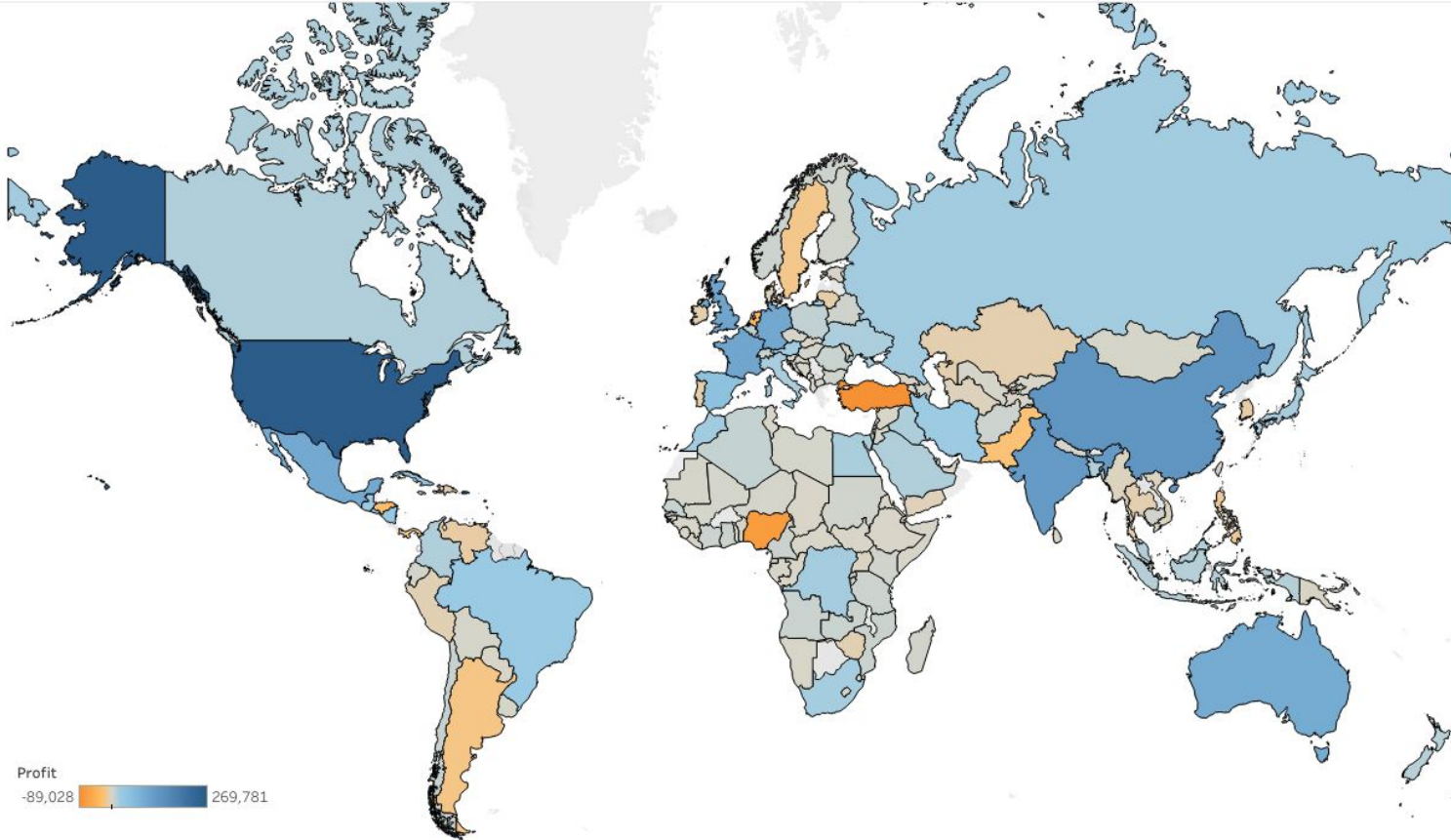
Sales / Profit by quarter



Sales / Profit by month



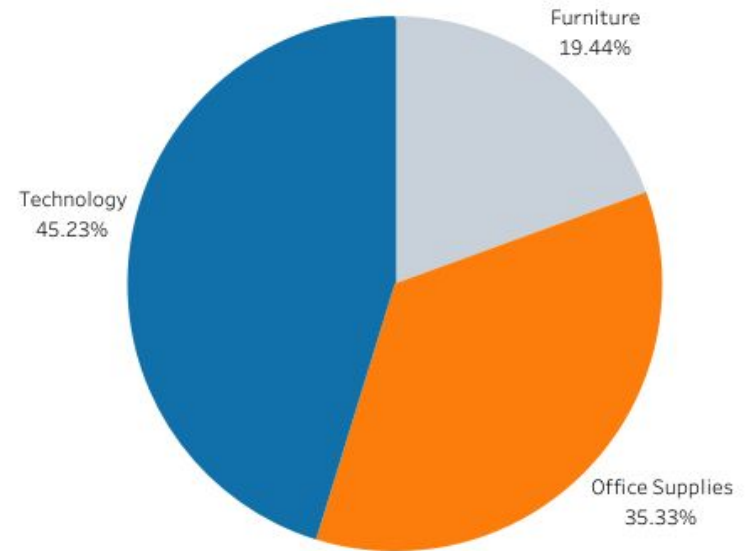
Profit by Country



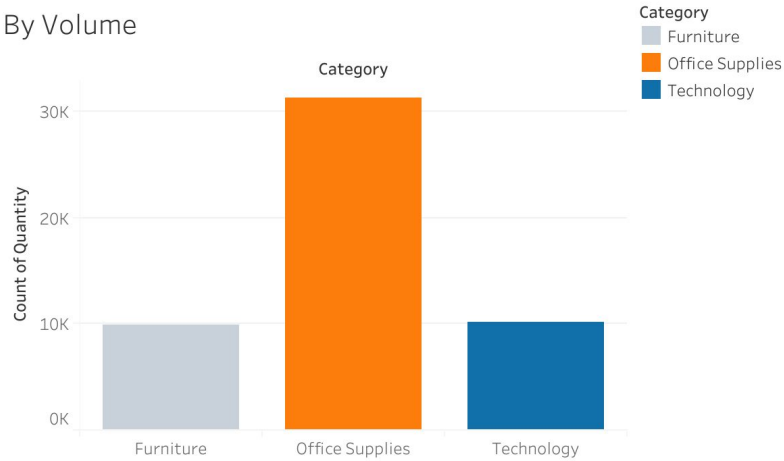
Profit by Category :

- Technology a clear area of success for Offuture
- We investigated whether this is due to volume or value.

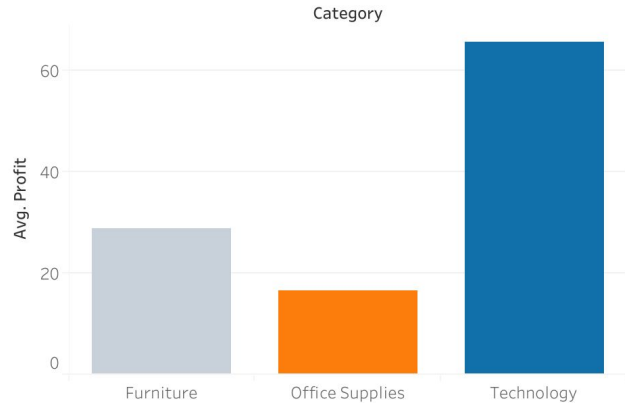
Profit Share by Category



By Volume



By Value



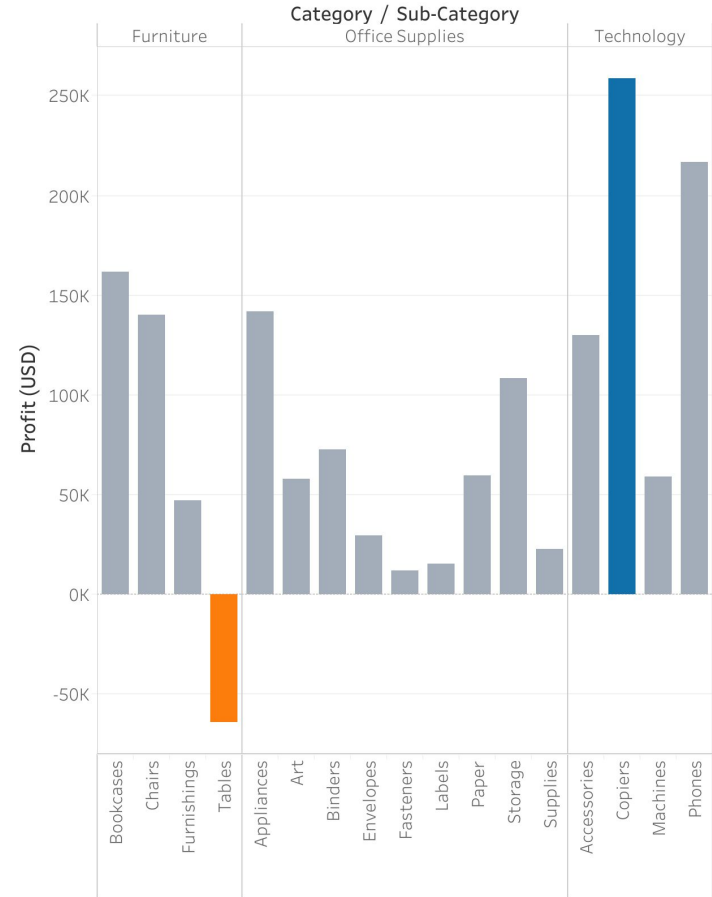
Volume or Value

- Profit generated from office supplies is by volume
- Profit generated by technology is by value

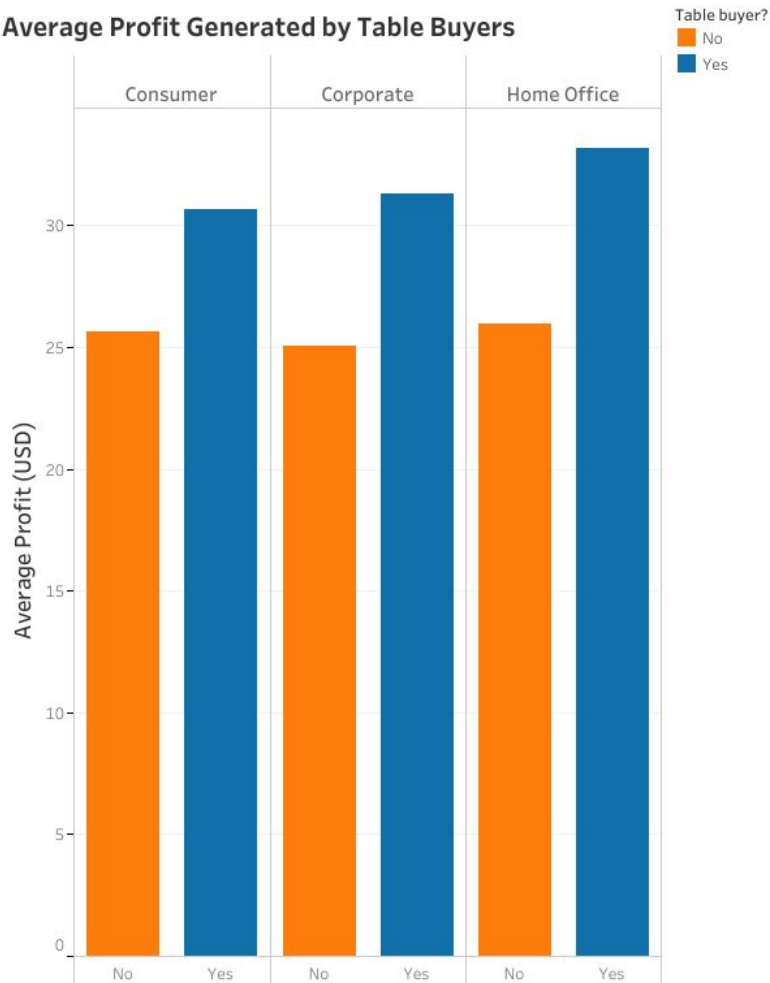
Profit by Sub-Category :

- Most profitable product :
Copiers
- Least profitable product:
Tables

Profit by Sub-Category



Average Profit Generated by Table Buyers



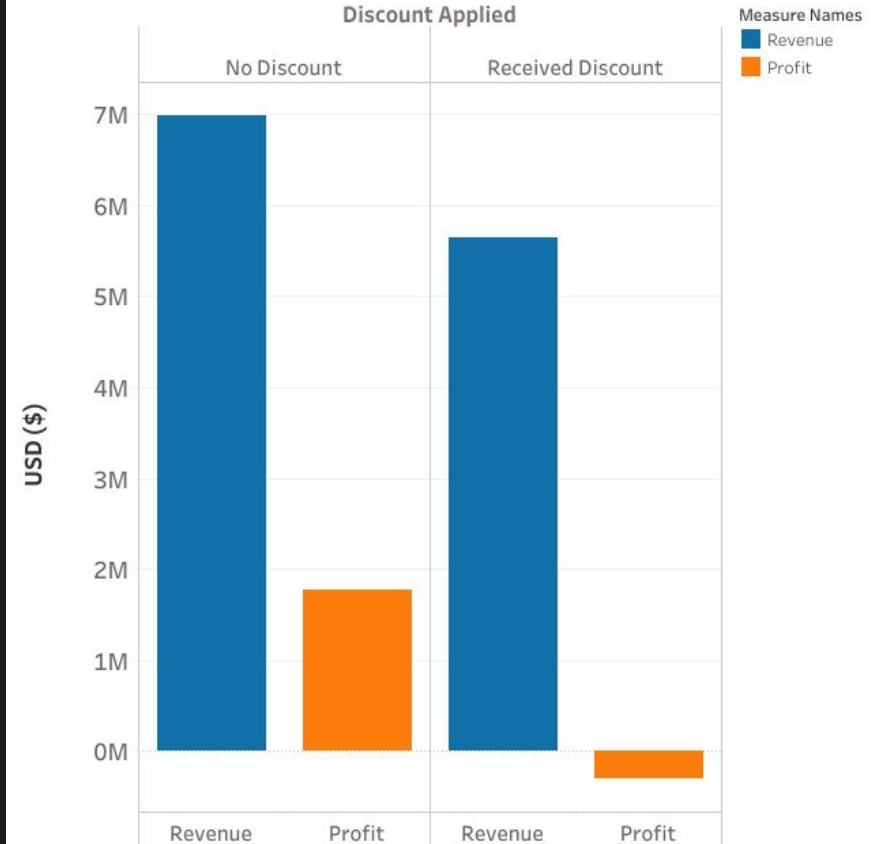
Tables: A Loss Leader?

- More profit from customers who purchased tables
- Indirectly profitable in all segments
- What else could dictate any profit/loss

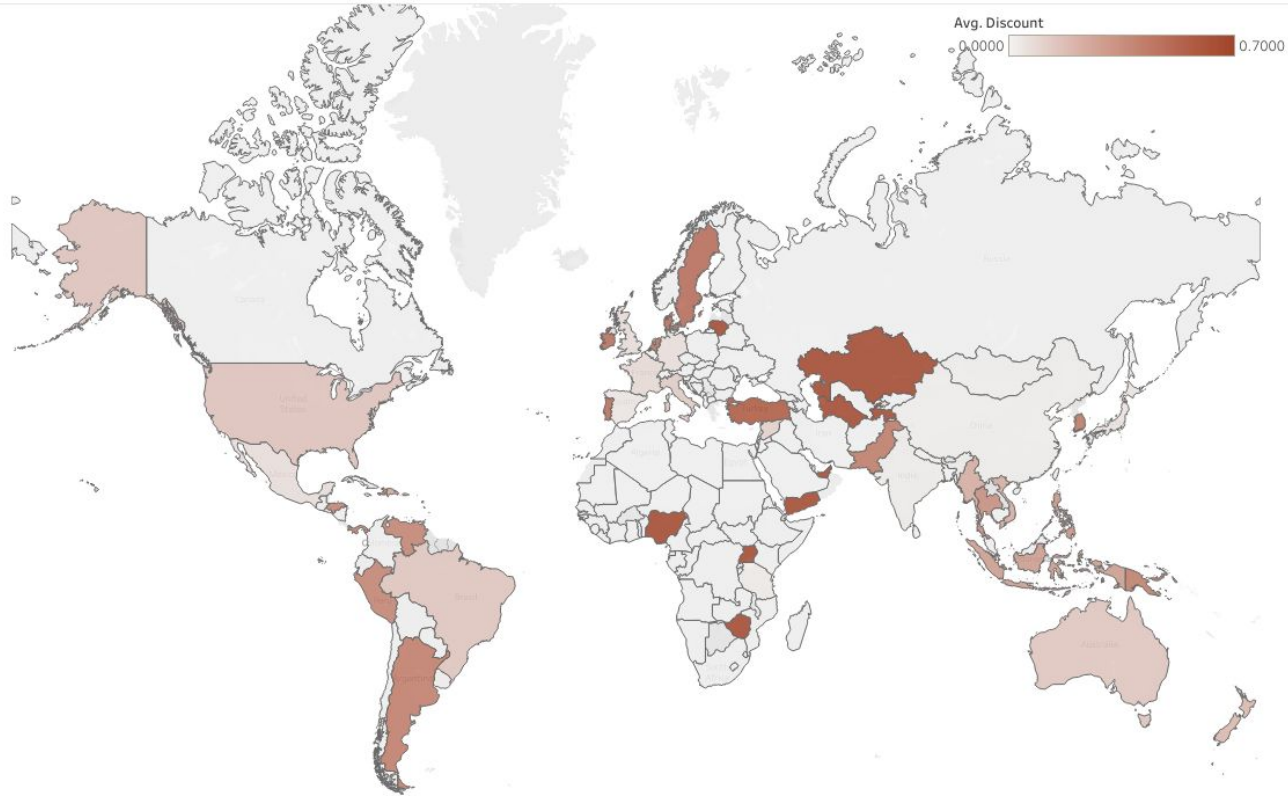
Overall Effect of Discounts on Sales and Profit

- Non-discounted items led to great total revenue.
- Discounted items resulted in an overall loss.
- All the realised profits came when orders were not discounted.

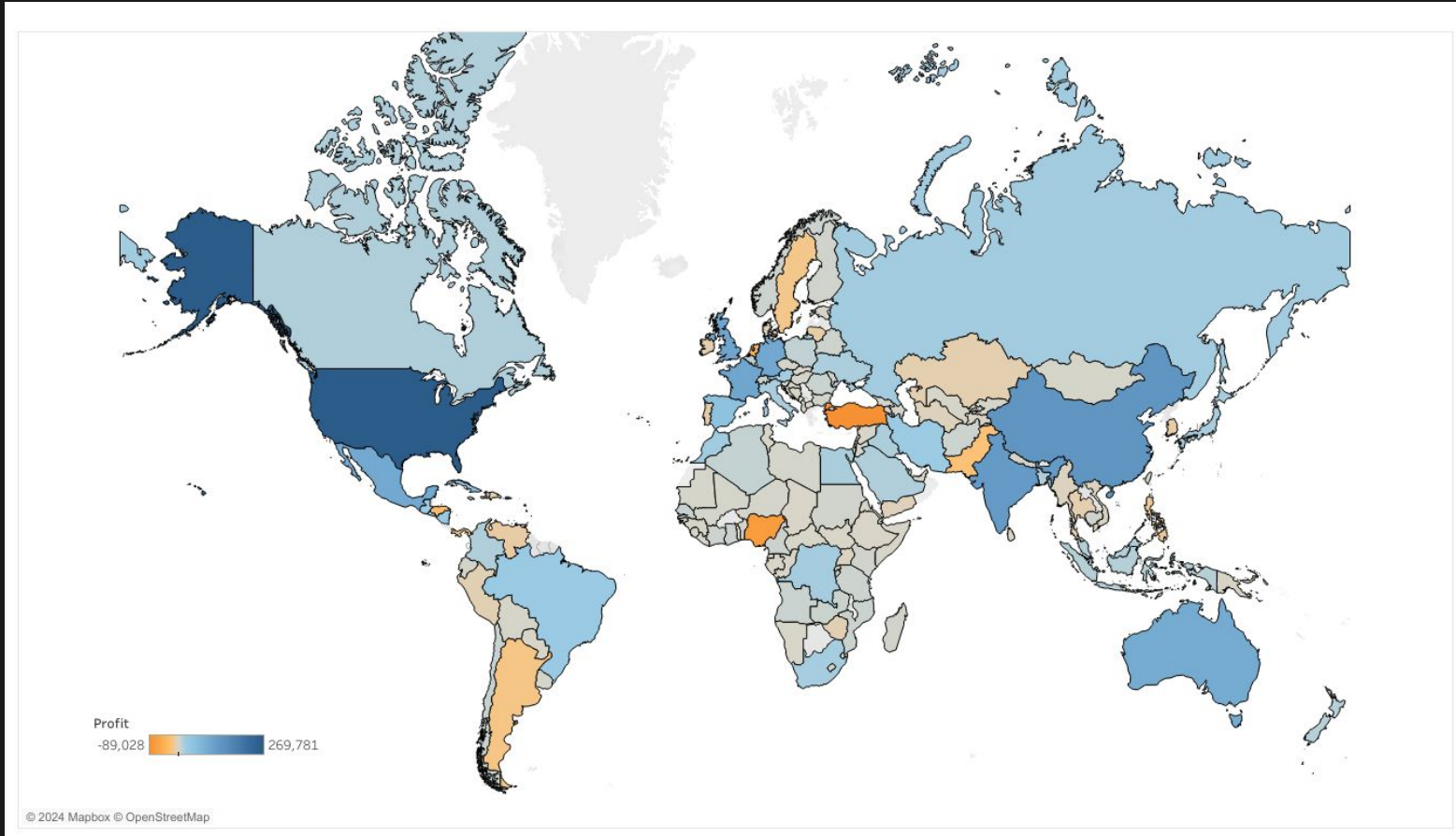
Effect of Discounts on Revenue and Profits



Average Discount by Country



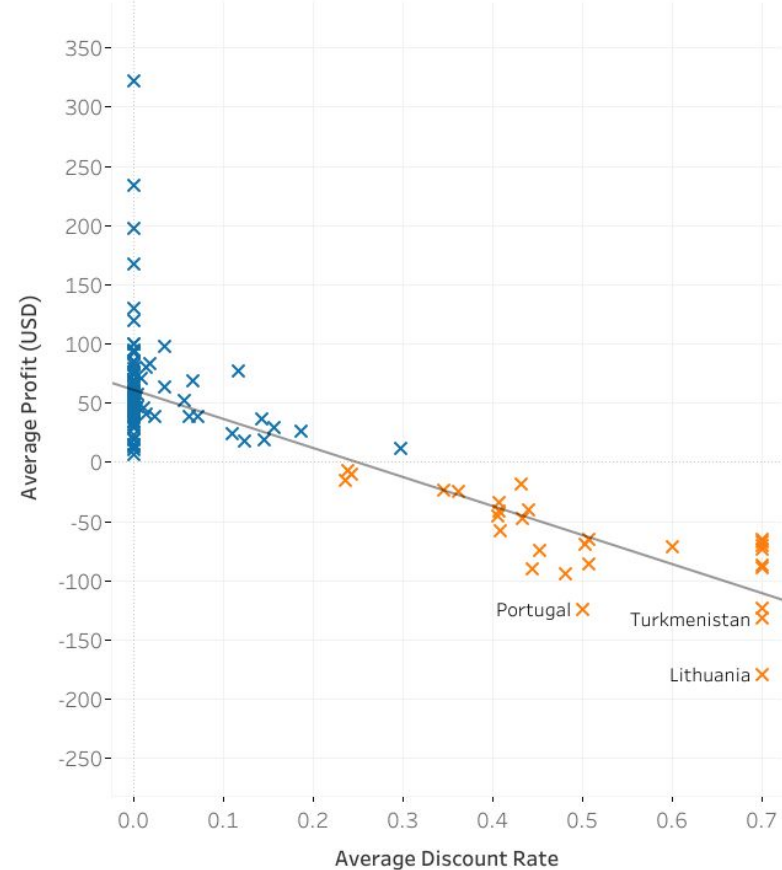
Average Profit by Country



Discount and Profit

- Many countries with close to zero discount.
- More discount, less profit

Average Discount Rate Applied Against Average Profit



Key findings

Overall - a very successful period of business for Offuture

- High growth
- Profitable throughout
- Global reach

However, discounts were a major source of loss for the business

Thank you for your time

Any questions are welcome.



OFFUTURE
THE FUTURE OF OFFICE SUPPLIES

