



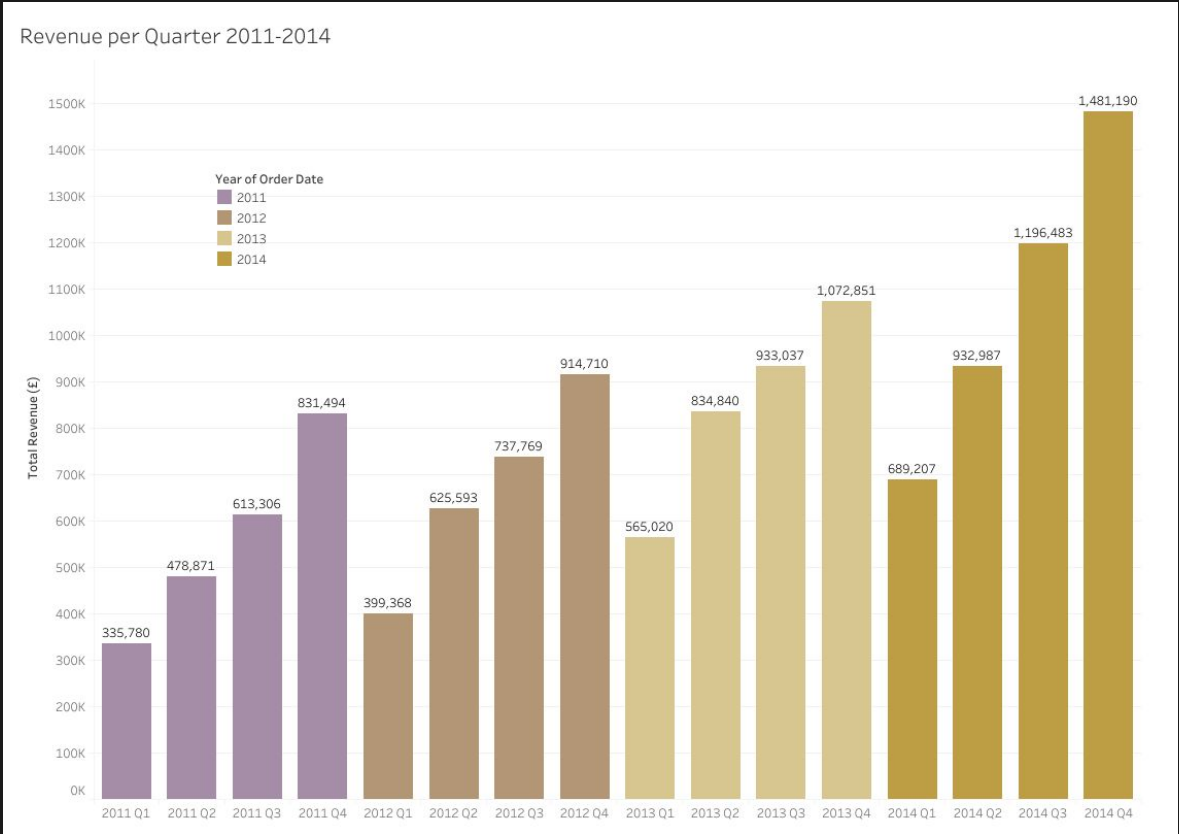
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Financial performance
2011-2014



Offfuture Revenue 2011-2014

Revenue Trends: Quarterly & Yearly

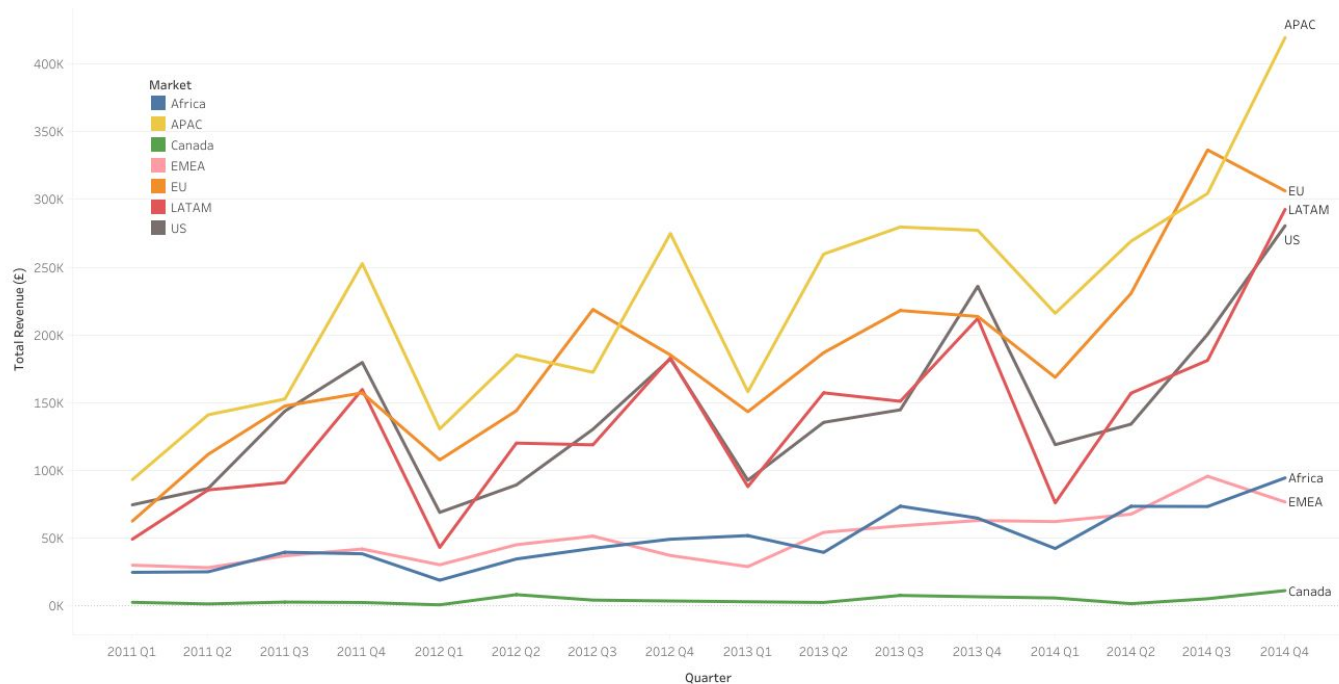


Year	Total	Yearly Growth
2011	£2,259,451	-
2012	£2,677,439	18.5%
2013	£3,405,748	27.2%
2014	£4,299,867	26.26%

Revenue by Market/Area



Revenue by Market/Area per Quarter



Market	Average YoY Growth
APAC	24.3%
EU	29.1%
LATAM	22.3%
US	14.8%
Africa	31.0%
EMEA	30.0%
Canada	40.6%

Quiz Time!



Which sub-category generated the most revenue from 2011 -2014?

Office Appliances

Office Storage

Phones

Chairs

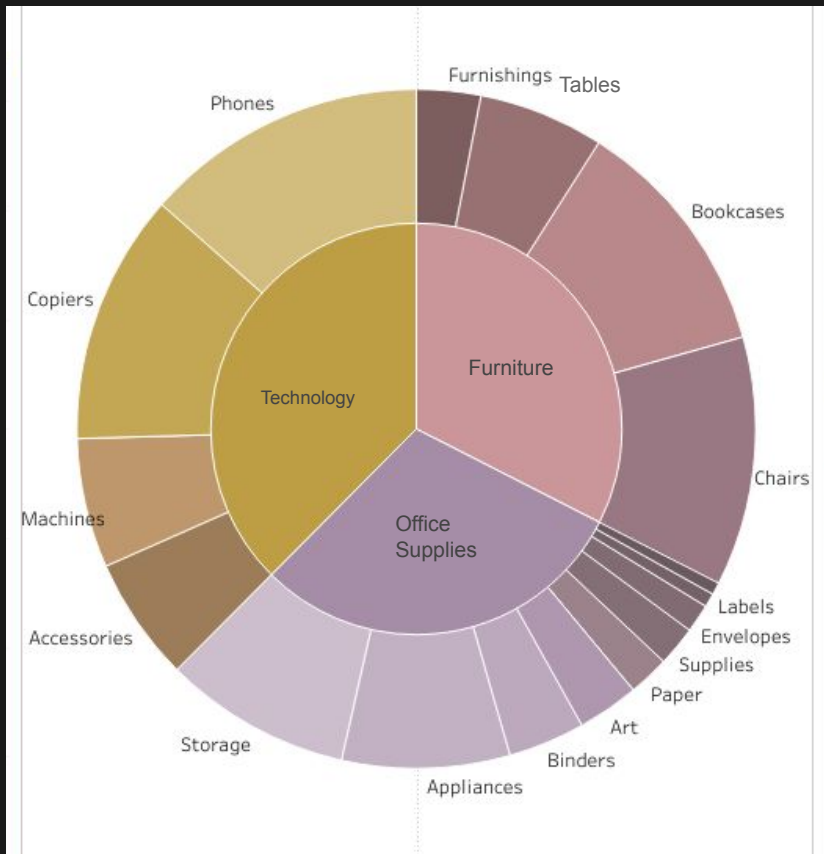
Copiers

Bookcases





Revenue Per Category 2011-2014



Top 3 per category		
Technology	Furniture	Office Supplies
Phones £1,706,825	Chairs £1,501,682	Storage £1,123,087
Copiers £1,509,437	Bookcases £1,466,573	Appliances £1,011,065
Machines £779,060	Tables £757,042	Binders £461,932



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Profit
2011-2014

Profit Trends: Quarterly & Yearly

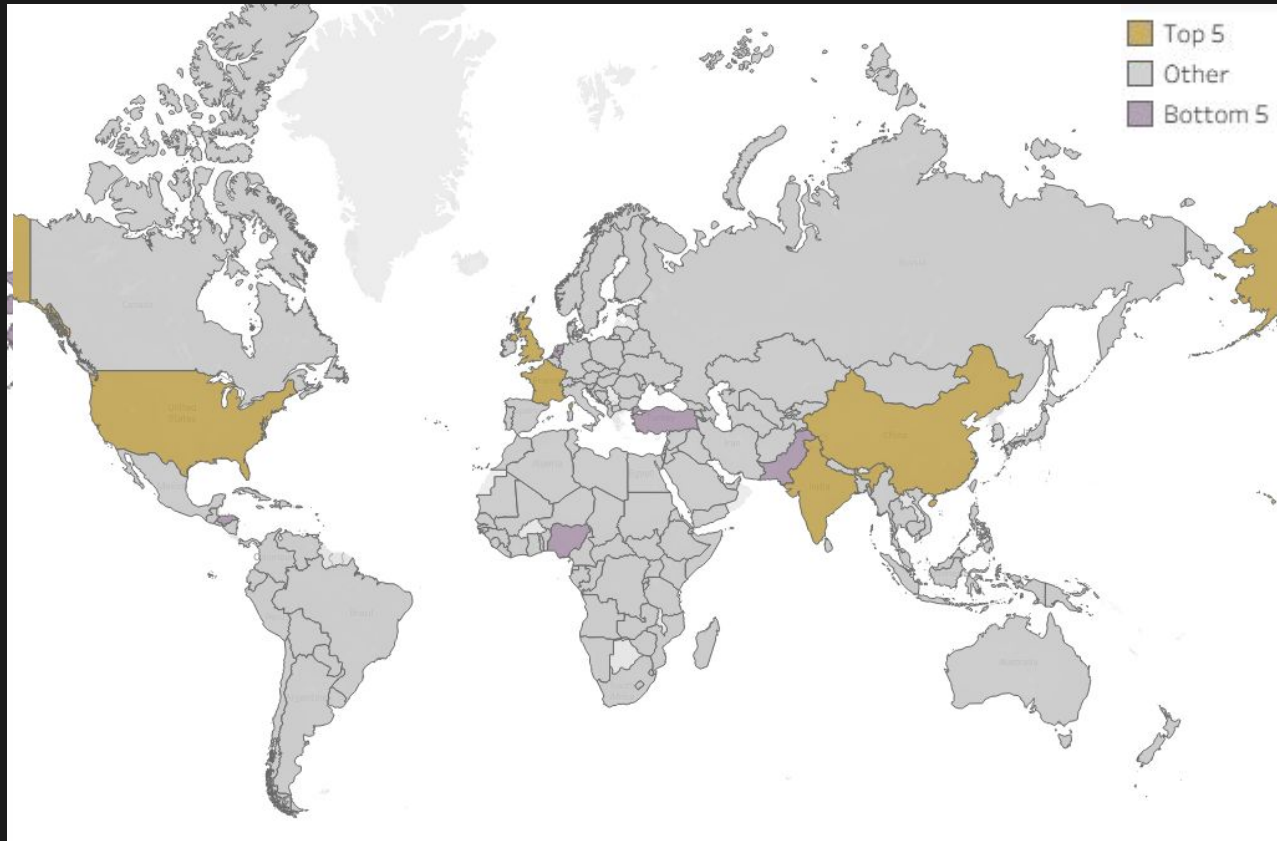


Profit Performance per Quarter (2011–2014)



Year	Total Profit	Yearly growth %
2011	£248,940.41	
2012	£307,415.30	23.50%
2013	£406,934.84	32.37%
2014	£504,166.00	23.88%

Profit by Country



Top 5 Countries

USA	£286,397.79
China	£150,683.03
India	£129,071.75
UK	£111,900.00
France	£109,029.11

Bottom 5 Countries

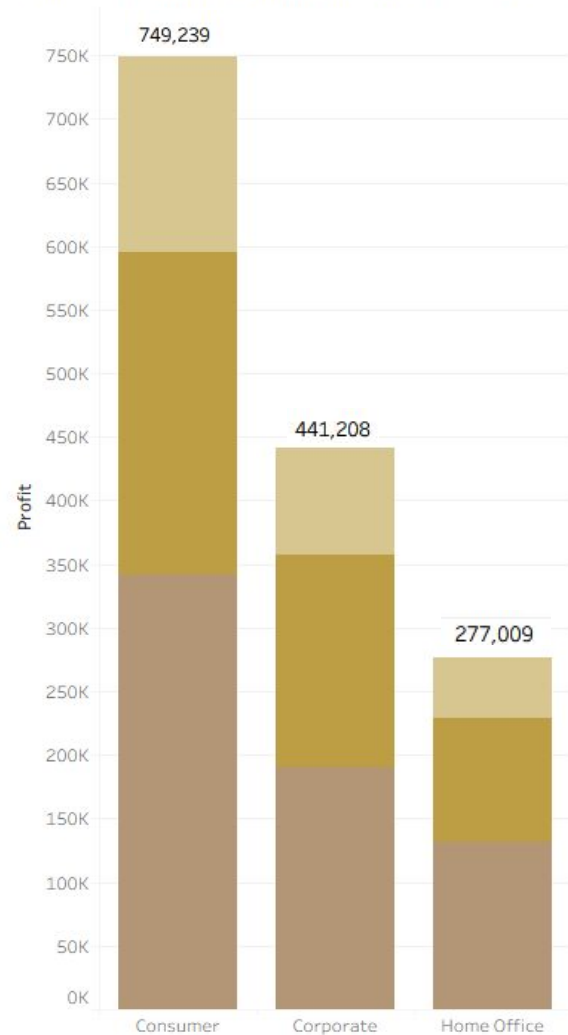
Turkey	-£98,447.28
Nigeria	-£80,751.18
Netherlands	-£41,070.54
Honduras	-£29,482.32
Pakistan	-£22,446.86



Profit By Customer Type

	Consumer	Corporate	Home Office
Furniture	£153,734	£83,732	£47,738
Office Supplies	£253,060	£167,581	£97,832
Technology	£342,446	£189,895	£131,438

Profit Contribution by Customer Type (2011–2014)

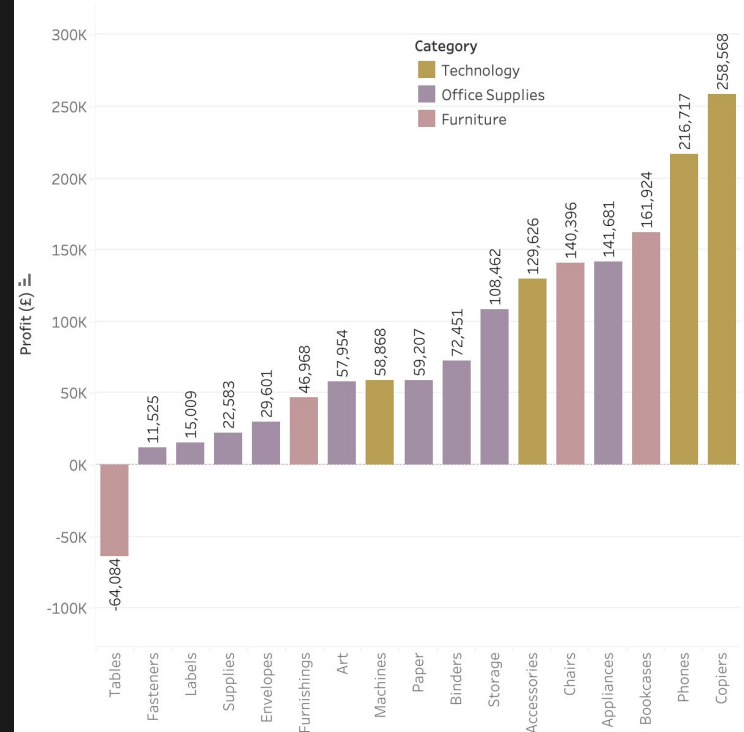


Profit by Category and Subcategory

Category	Total Profit
Technology	£663,779.25
Office supplies	£518,472.74
Furniture	£285,204.56

	Year-on-Year Growth			
	2011	2012	2013	2014
Technology	-	33.7%	18.9%	35.2%
Office supplies	-	20.1%	44.5%	20.6%
Furniture	-	8.3%	44.6%	6.2%

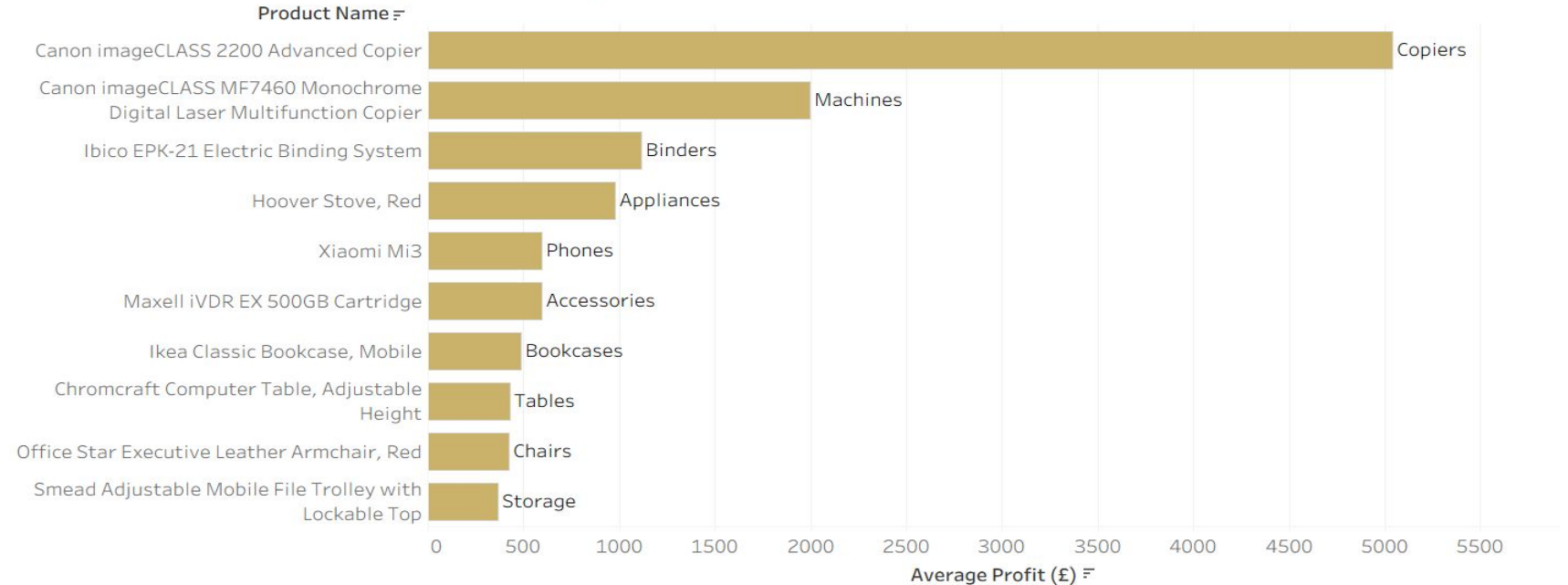
Profit Distribution Across Product Categories



Profit by Product



Top performing product by subcategory





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Additional insights 2011-2014



What were the two most frequently purchased together items? (2011-2014)

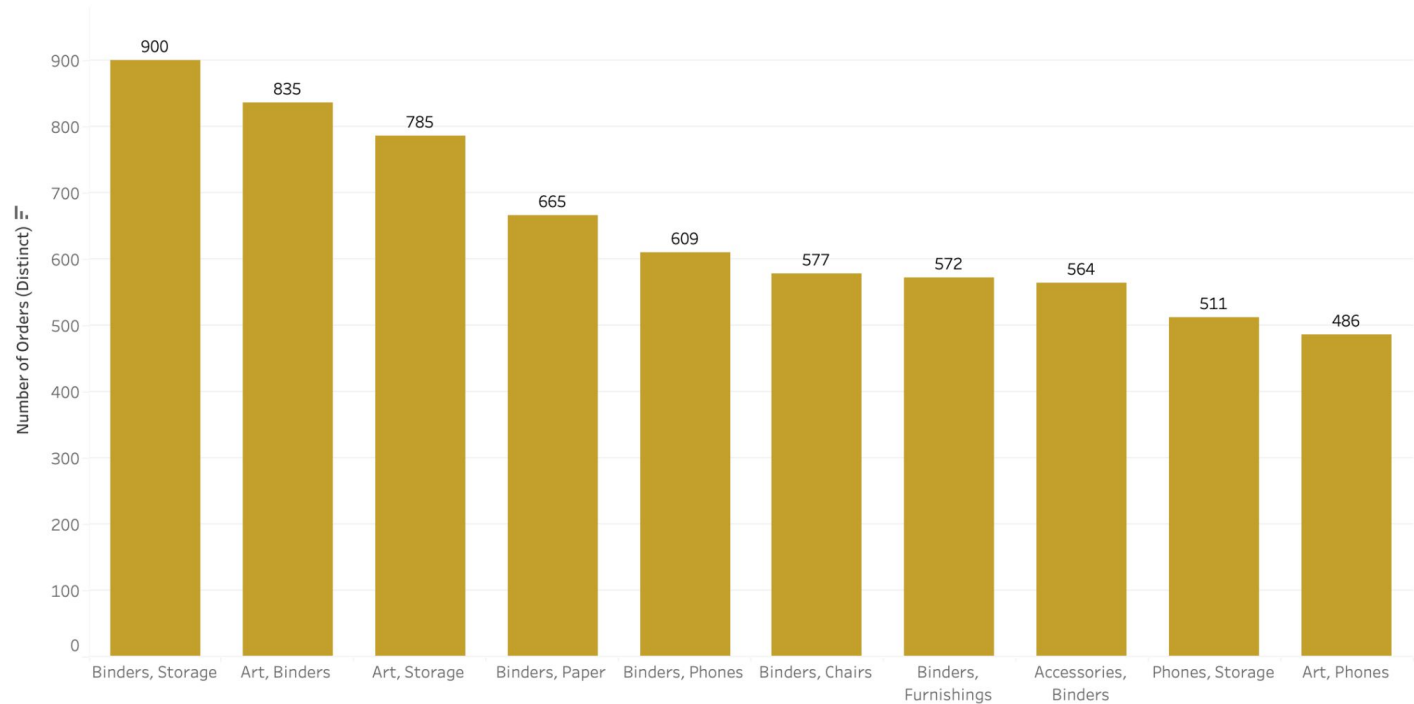
- A) Tables and Chairs
- B) Binders and Storage
- C) Chairs and Binders



Product Pairs



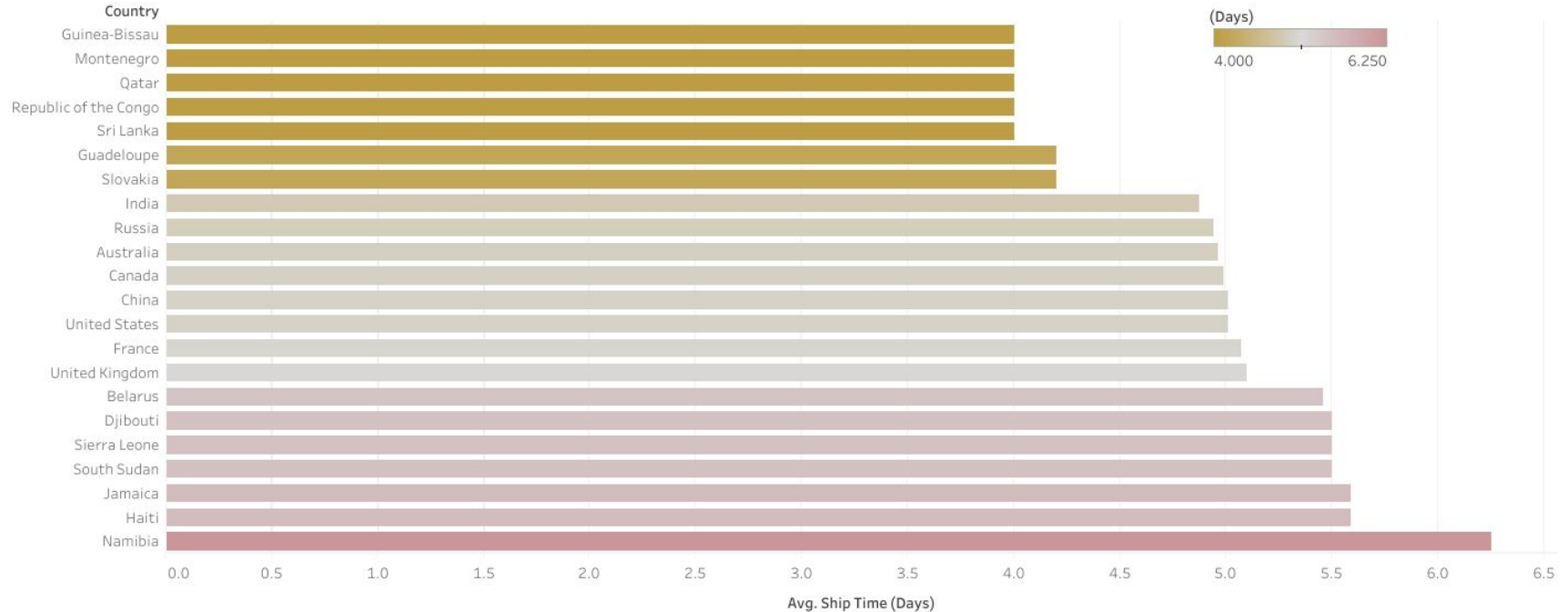
Top 10 Product Pairs by Number of Orders



Standard Shipping Performances



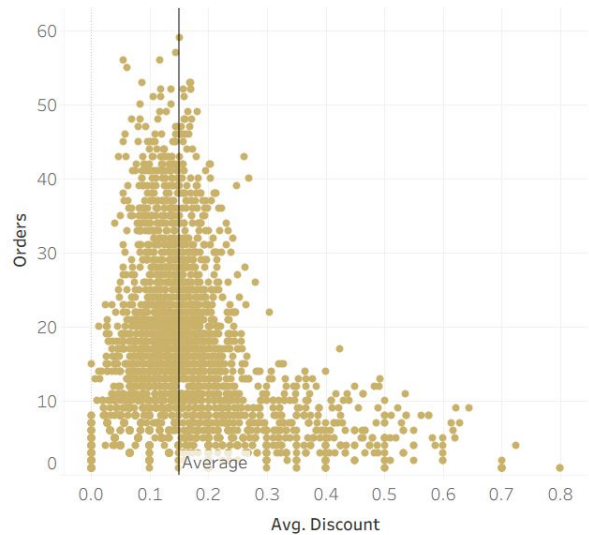
Standard Shipping Performance



How Discount Affects Sales

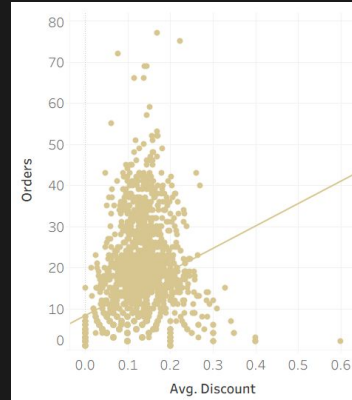


All Products



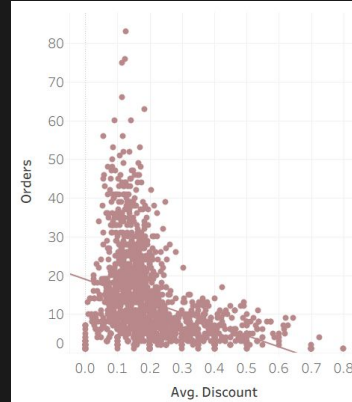
Positive Correlation

Storage	Labels
Art	Paper
Fasteners	Accessories
Envelopes	Supplies
Furnishings	



Negative / No Correlation

Tables	Binders
Machines	Phones
Appliances	Bookcases
Chairs	Copiers





Q&A
Any Questions?