



# Offuture

## Financial performance 2011-2014





# Offfuture

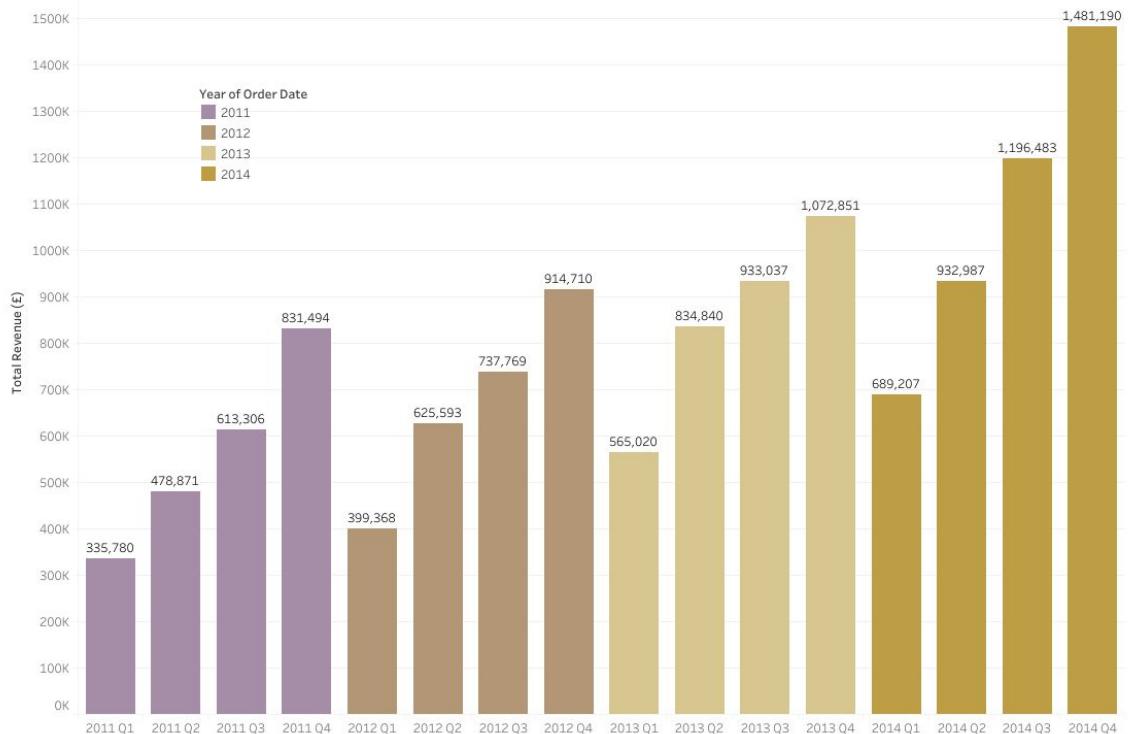
## Revenue

### 2011-2014

# Revenue Trends: Quarterly & Yearly



Revenue per Quarter 2011-2014



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

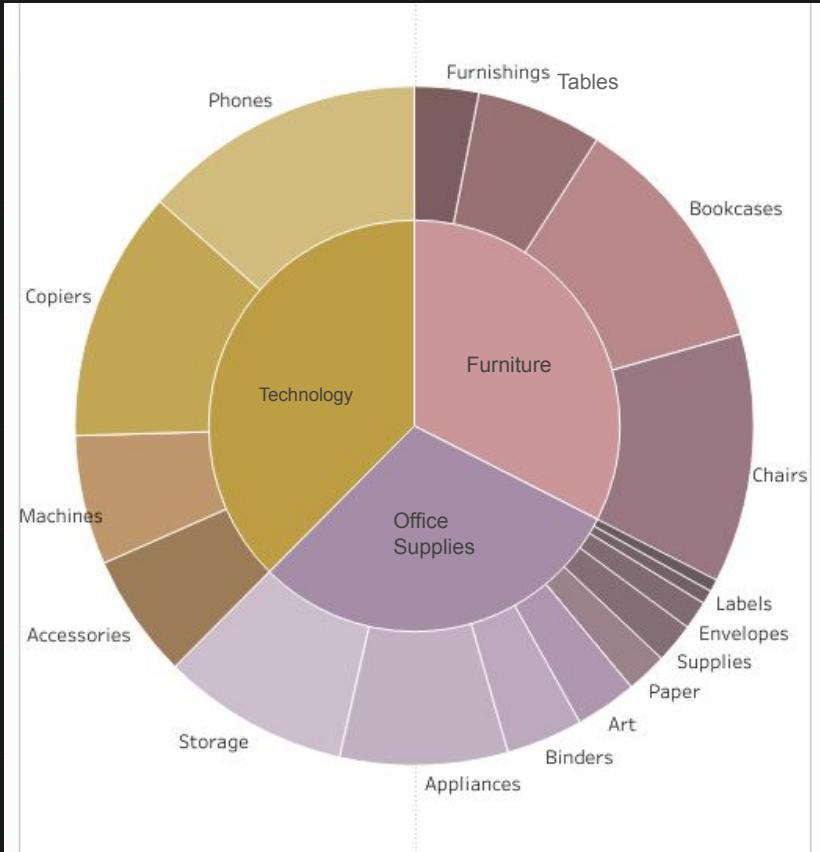
Chairs

Copiers

Bookcases



# Revenue Per Category 2011-2014



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

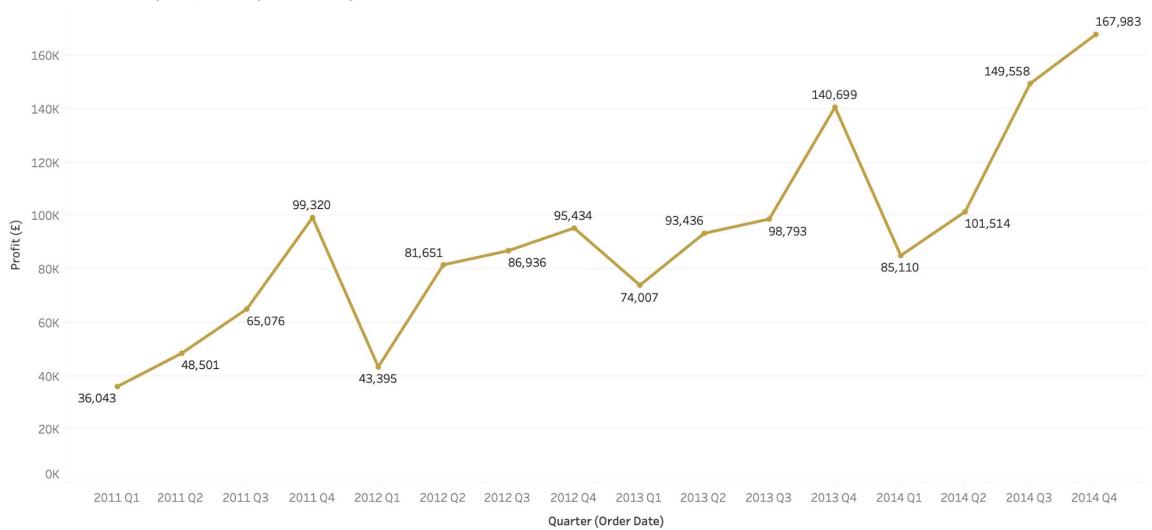


# Offuture Profit 2011-2014



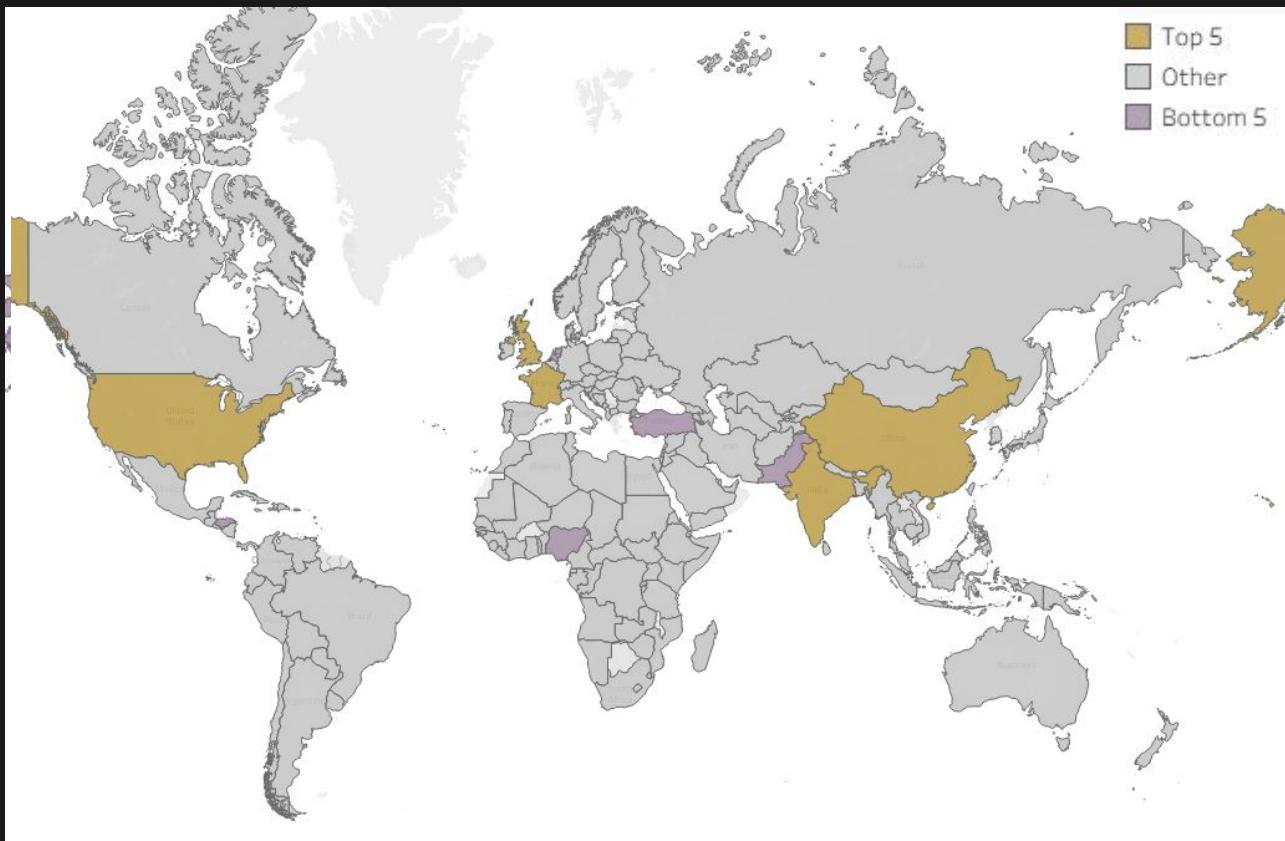
# Profit Trends: Quarterly & Yearly

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

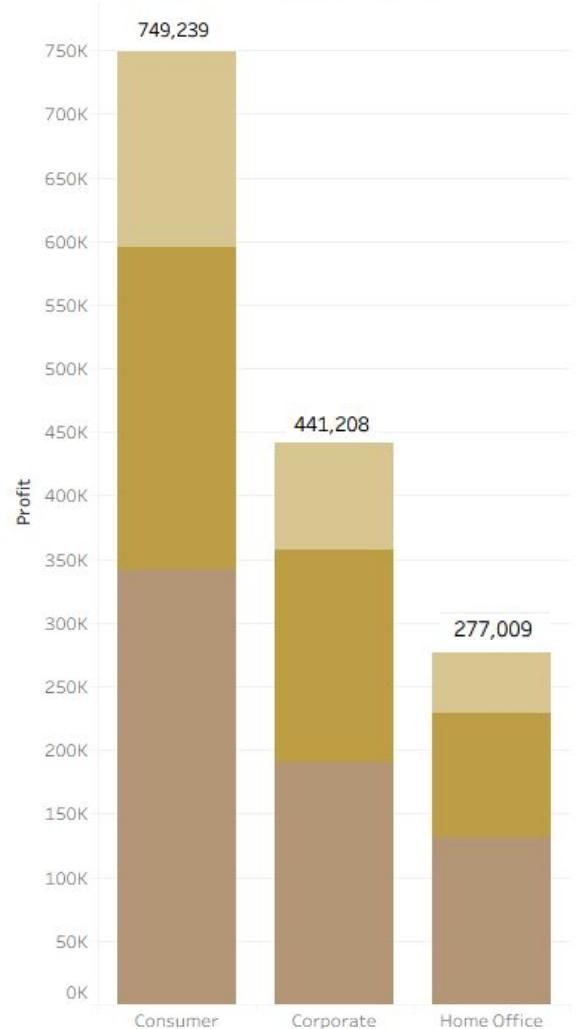
USA	£286,397.79
China	£150,683.03
India	£129,071.75
UK	£111,900.00
France	£109,029.11

## 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

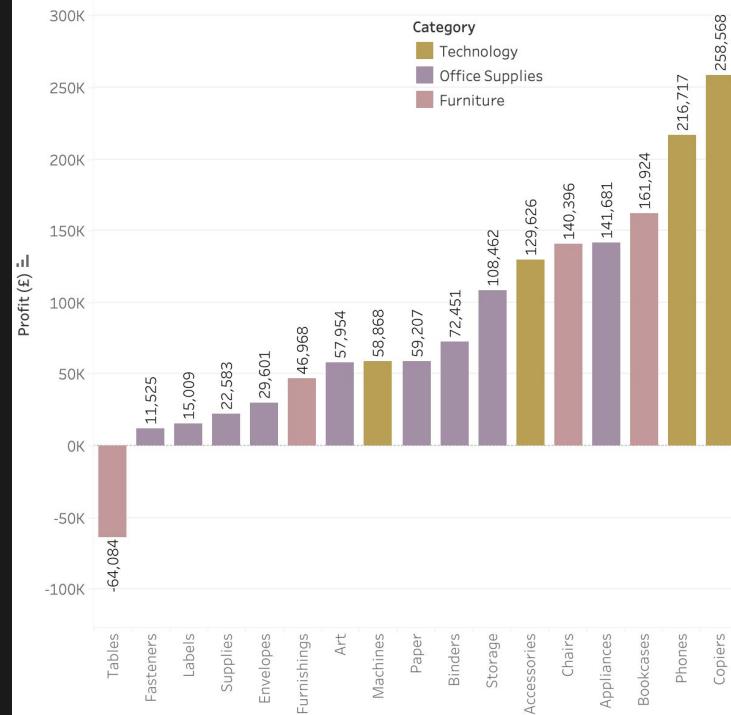


# Profit by Category and Subcategory

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%

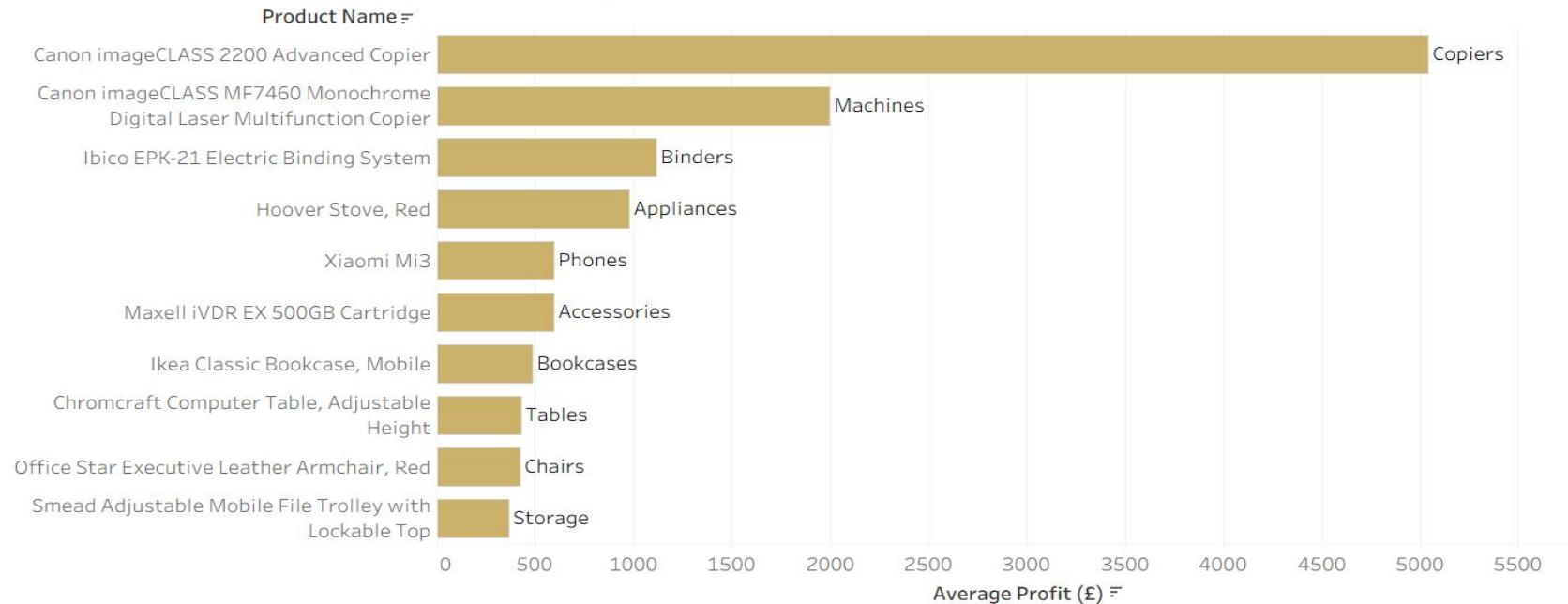
Profit Distribution Across Product Categories





# Profit by Product

## Top performing product by subcategory

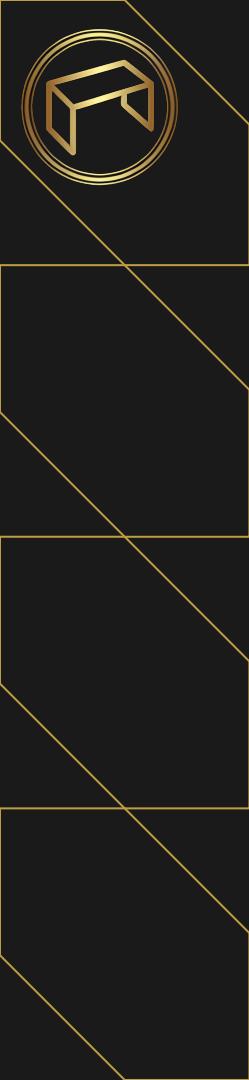




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## Additional insights

### 2011-2014

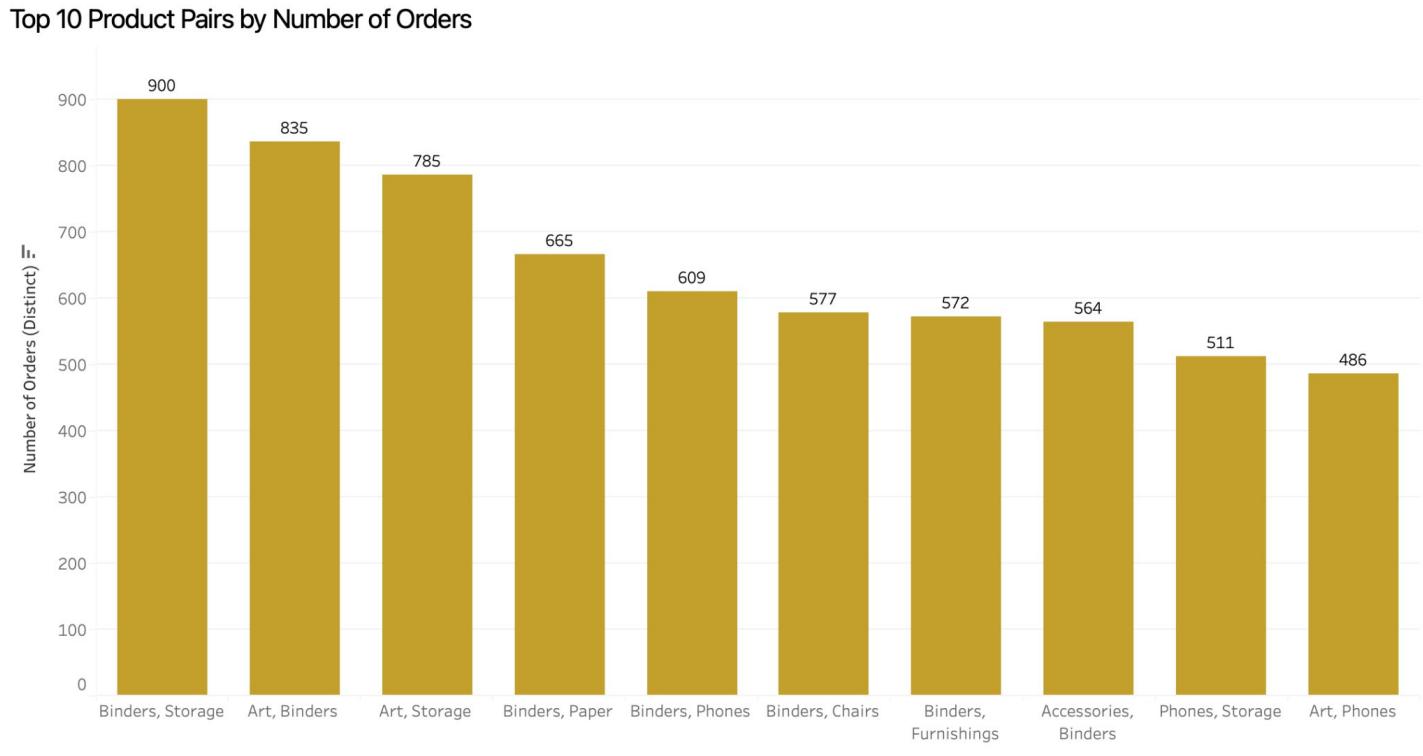


What were the two most frequently purchased together items? (2011-2014)

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



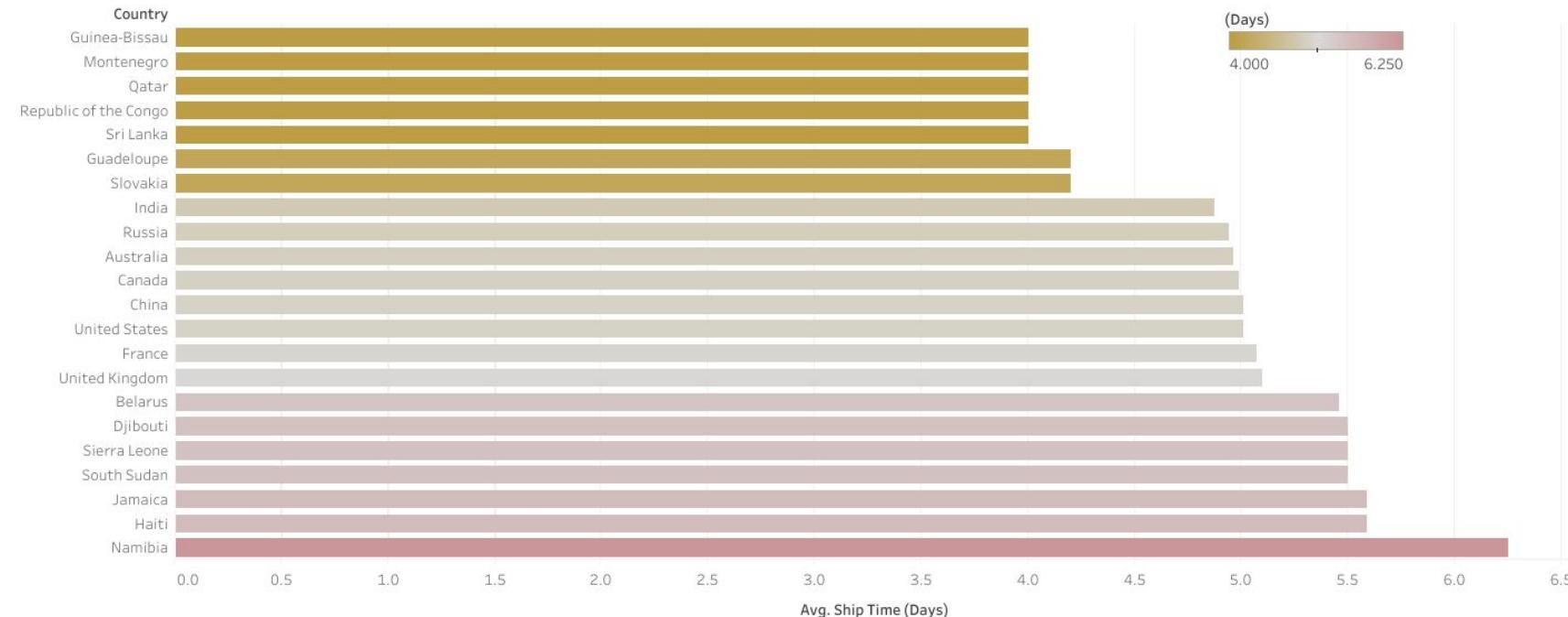
# Product Pairs



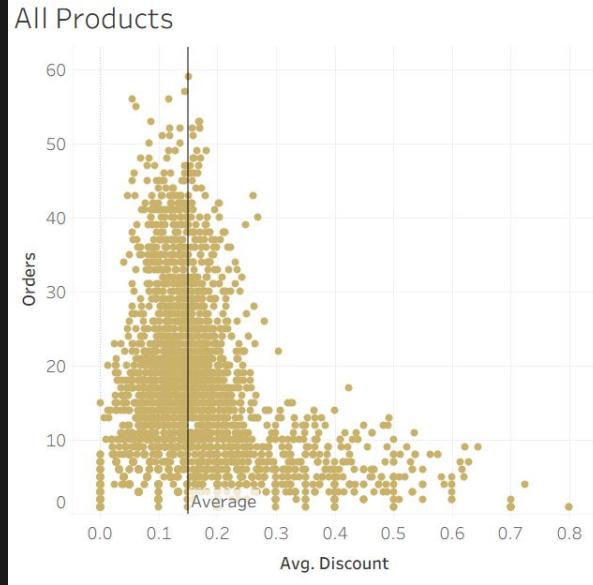
# Standard Shipping Performances



Standard Shipping Performance

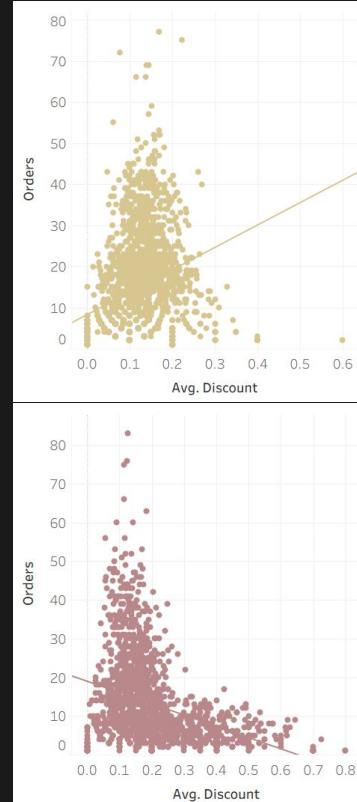


# How Discount Affects Sales



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?