

The background image shows a laptop screen with a dark blue overlay. On the screen, there is a line graph with a blue line showing fluctuations over time, and a pie chart with green and blue segments. The text 'OFFICE SUPPLY DATA ANALYSIS' is centered in a white serif font.

OFFICE SUPPLY DATA ANALYSIS

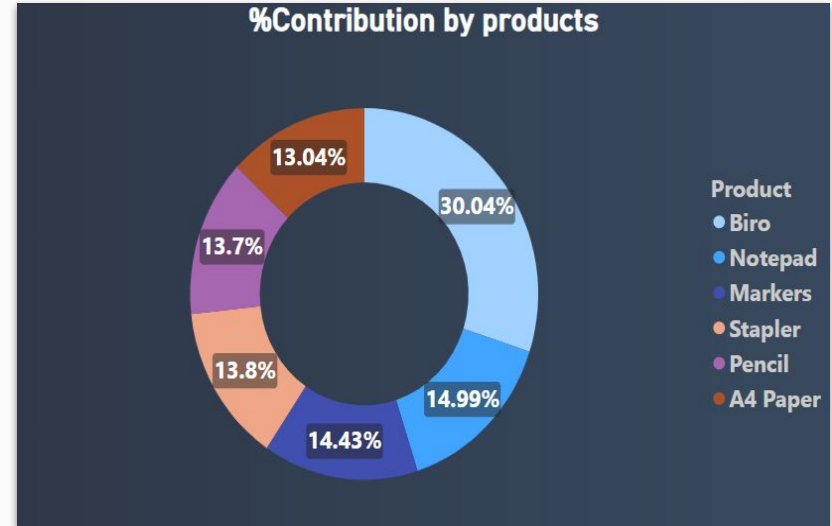
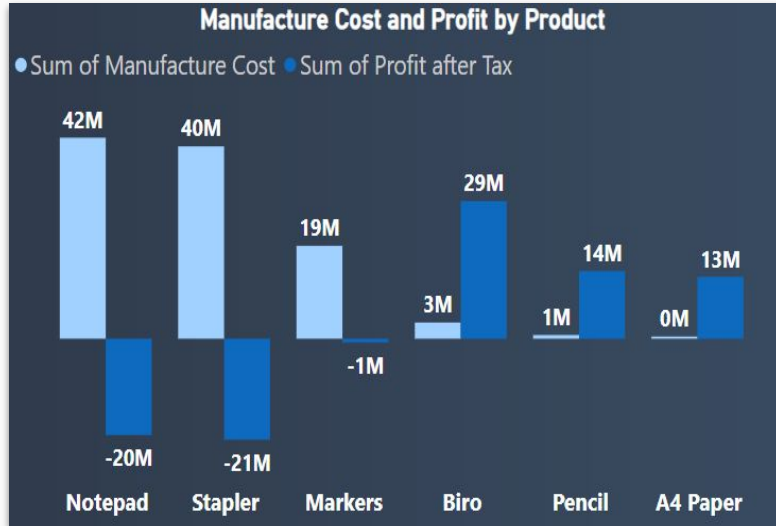
Executive Summary

- This report provides insight on the financial and sales performance of Office product supply

Key Findings

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Sales Revenue - Product



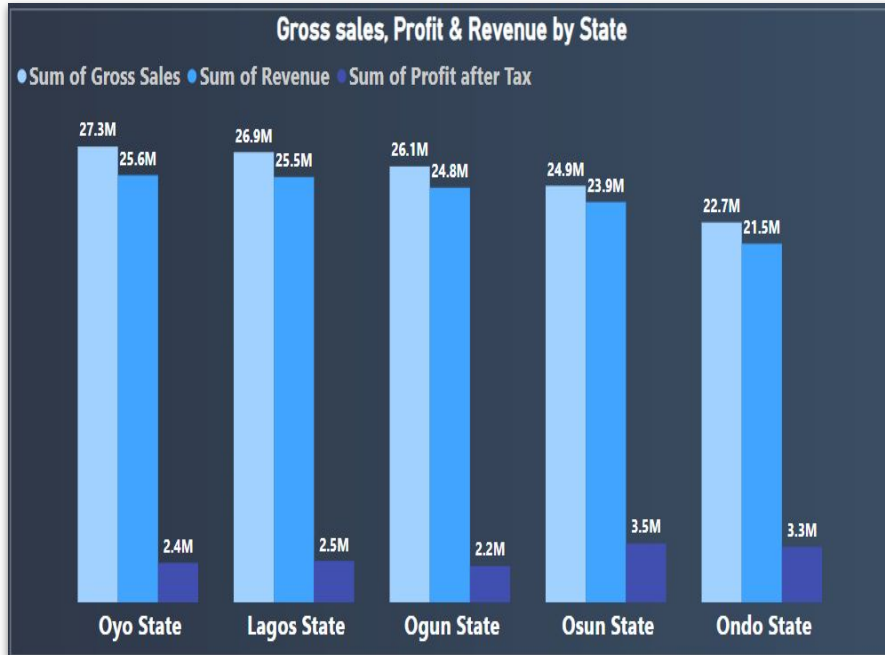
Products with High performance

- **Biro** contributes the highest profit of **₦2,886,380** at a significantly low manufacturing cost.
- A4 Paper and Pencil also contributes significantly to the profit with the lowest number of units sold.

Products with Low performance

- **Notepad** and **Stapler** contributes the highest loss of **₦20,224,834** & **₦21,197,814** due to their high manufacturing cost.
- No significant profit or loss was made on **Markers**.

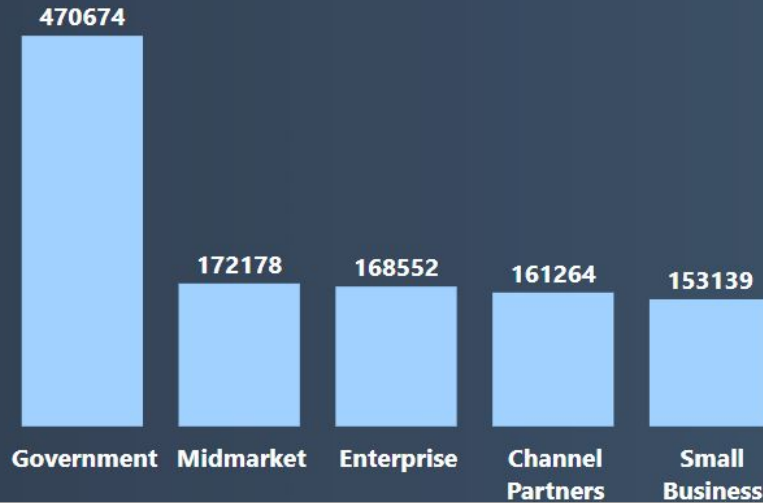
Sales Revenue - State



- Office product demand is significantly high across all states
- Demand and Gross Sales of Office Products is highest in **Oyo State** and **Lagos State**.
- **Osun State** and **Ondo State** has the lowest demand but contributes the highest profit of **₦3,519,817** & **₦3,312,443**

Sales Revenue - Segment

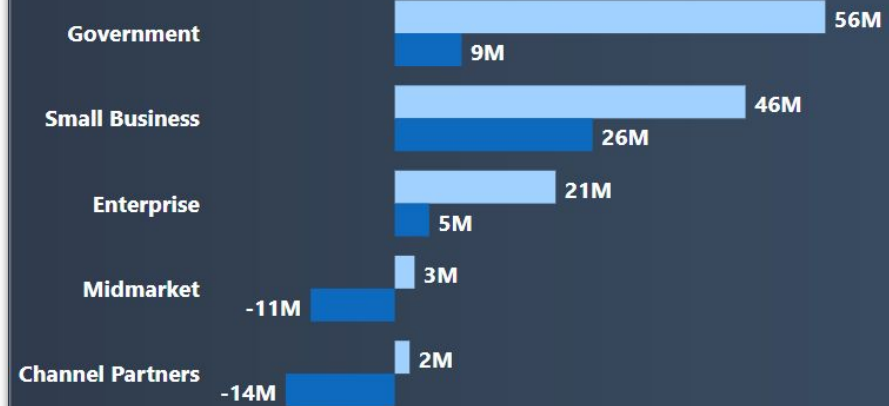
Total Units Sold by Segment



- **Government** and **Midmarket** performed best in terms of demand for Office products.
- **Small Business** contributed the highest profit of **₦25,910,384** with lowest demand. This shows that **Small Business** is the most profitable segment.

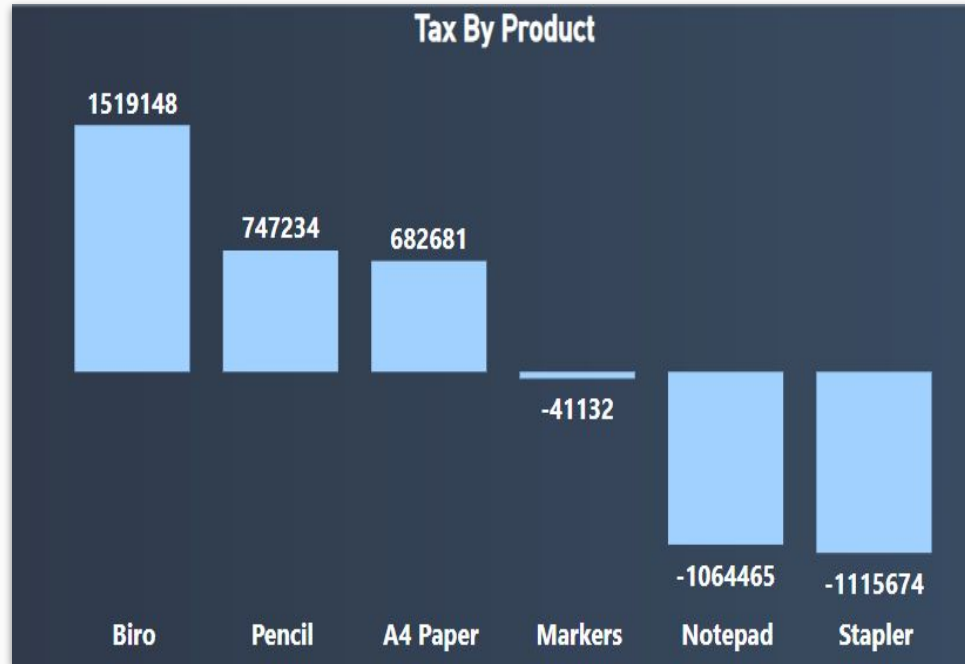
Gross Sales and of Profit by Segment

• Sum of Gross Sales • Sum of Profit after Tax



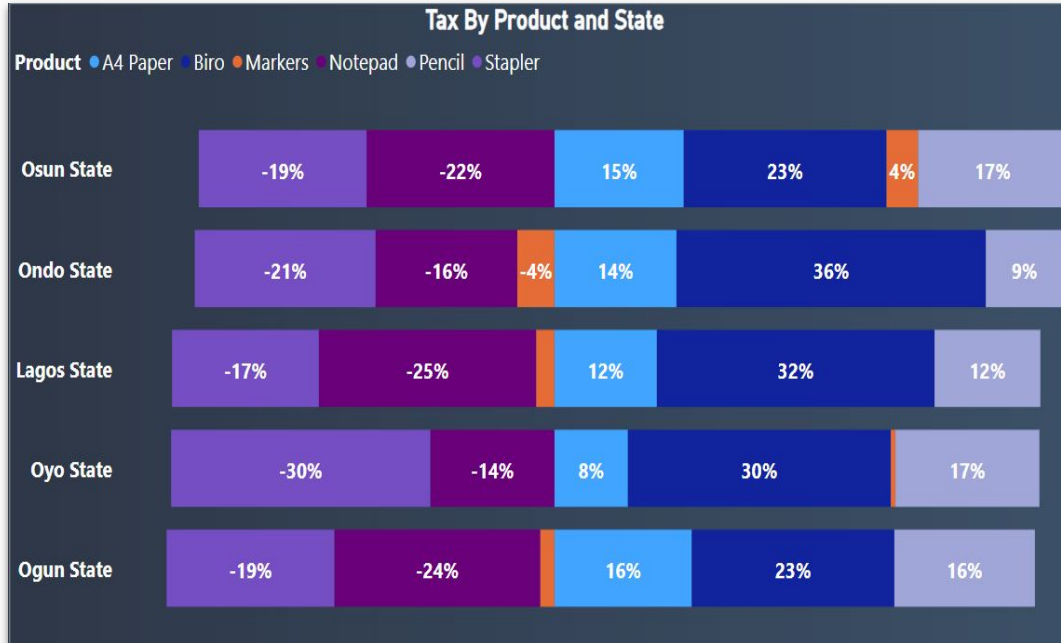
- **Midmarket** and **Channel Partners** contribute the highest loss of **₦11,033,400** and **₦14,303,606**.
- **Midmarket** had a significant demand but incurred a loss. This shows that sales in this segment is expensive.

Tax Incurred - Product



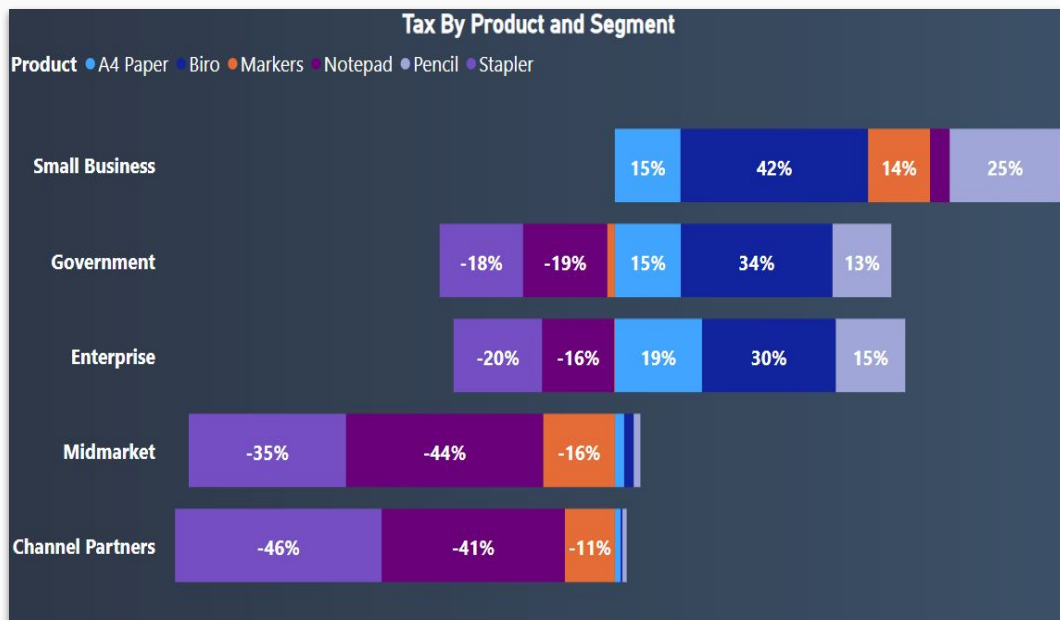
- The highest tax was paid on **Biro** and **Stapler**.
- **Stapler** shows to have the highest tax per product as it contributes significantly to the loss incurred.

Tax Incurred - State



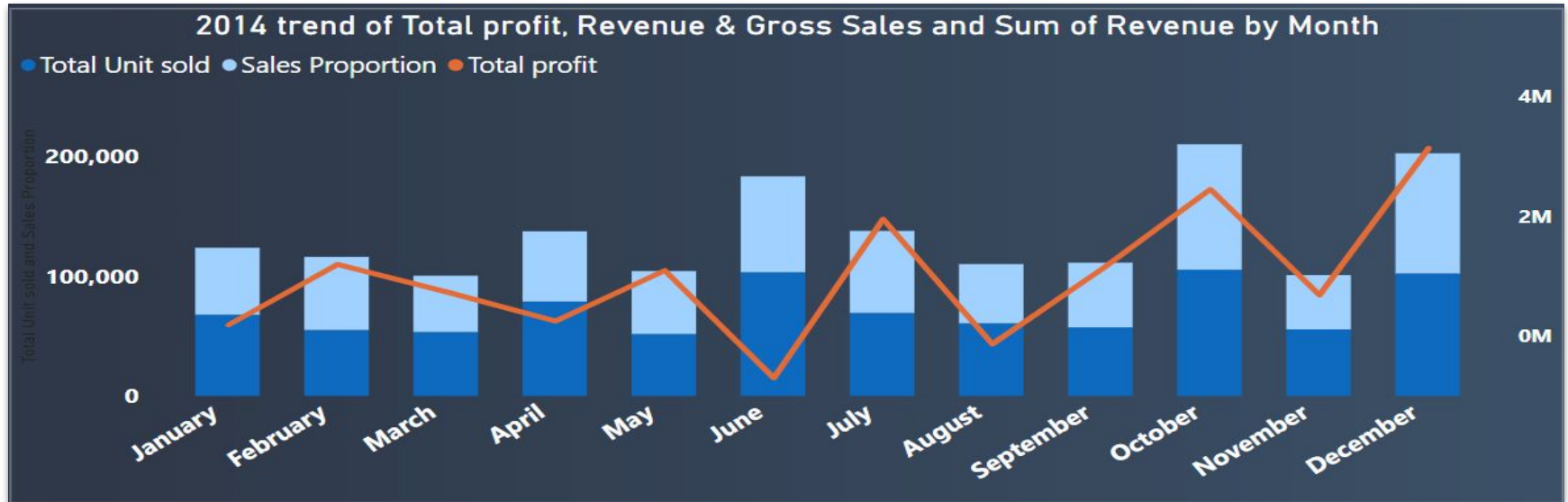
- **Biro** and **Stapler** were paid the highest tax across all states.
- In terms of profitability, highest tax was per product was paid on **Stapler** and **Notepad**

Tax Incurred - Segment



- **Biro** and **Stapler** were paid the highest tax across all segments.
- In terms of profitability, highest tax was per product was paid on **Stapler** and **Note pad**

2014 Sales and Revenue trend



Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec

January, 2014

Sales performed averagely
with low profit

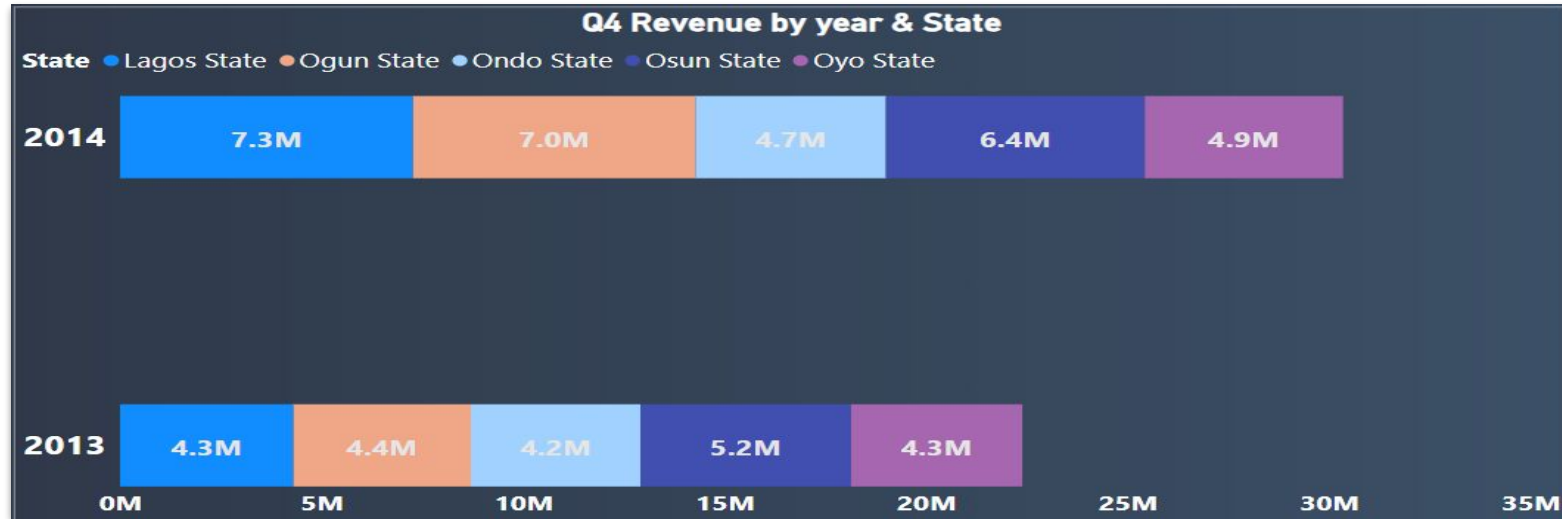
June, 2014

Sales increased but profit
reduced drastically

December, 2014

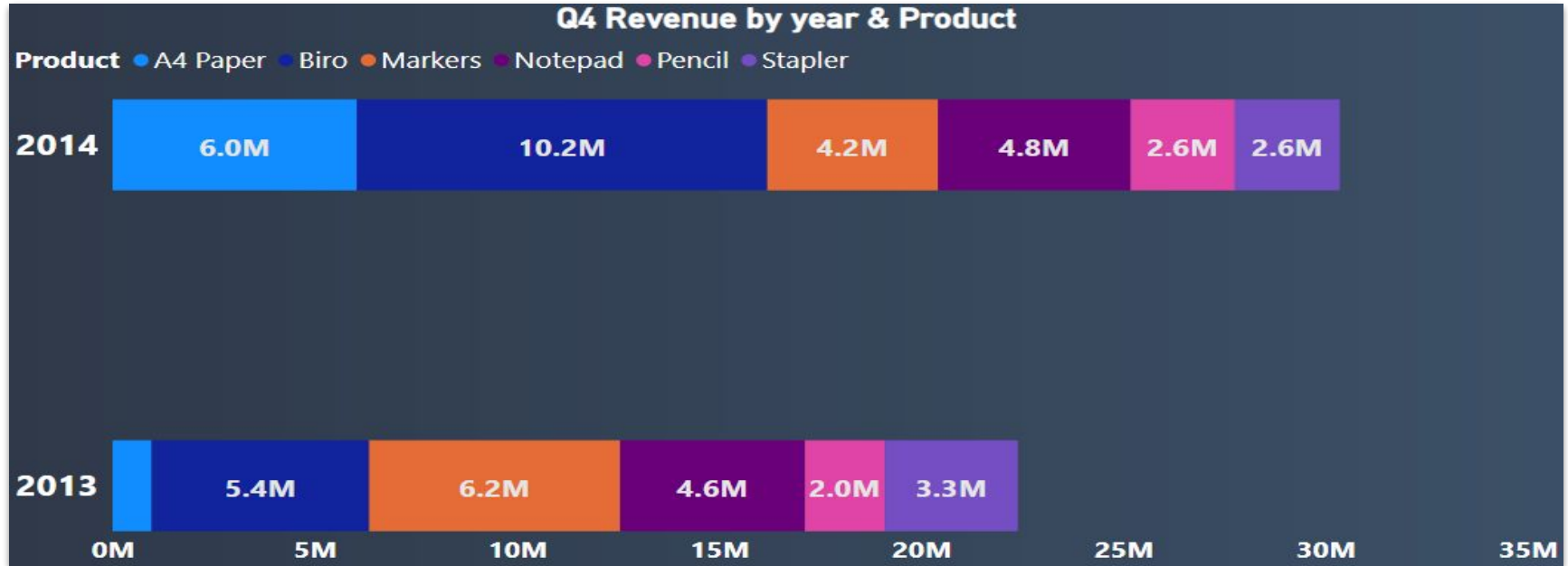
Significant increase in Sales than
at the beginning of the year

Q4 Performance Per Year - State



- 2014 quarter 4 performed generally better than 2013.
- **Lagos state** had highest performance in 2014, while **Osun State** had highest performance in 2013

Q4 Performance Per Year - Product



- **2014** quarter 4 performed generally better than 2013.
- **Biro** had the highest sales in both 2013 and 2014.

Recommendations

- Sales of Stapler and note pad should be dropped due to its cost of sales leading to tremendous loss
 - More efforts should be put (e.g advertisement) on the sales of A4 paper, which recorded a significantly high profit with least units sold.
 - Expansion of sales in Ondo State which contributed a significantly high profit with low number of units sold.
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Recommendations

- Products should be marketed more to Small Businesses as it recorded the highest profit with lowest number of units sold.

CONCLUSION

- There was an overall increase in sales of Office Products from 2013 to 2014.
- 2014 showed a gradually deepening and final increase in profit.
- The company is generally profitable with a profit margin of 11.41%

Thank You



Any Questions?