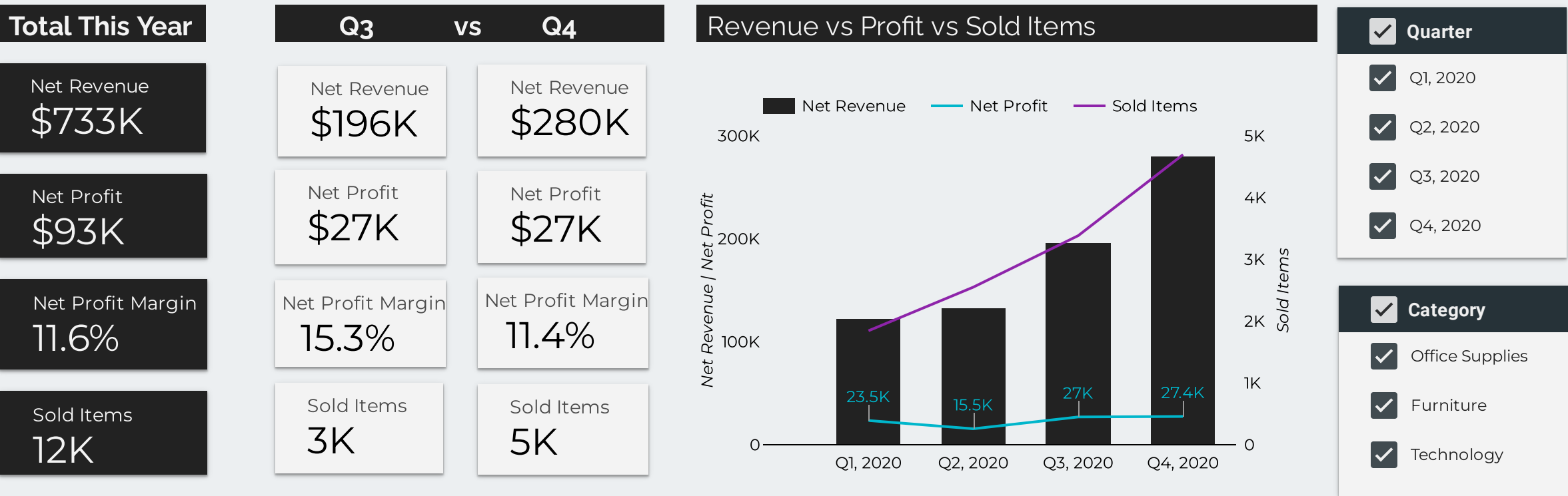


One Year Sales Review



Revenue vs Profit vs Sold Items

Quarter	Net Revenue (K)	Net Profit (K)	Sold Items (K)
Q1, 2020	120	23.5	2.0
Q2, 2020	130	15.5	2.5
Q3, 2020	196	27	3.0
Q4, 2020	280	27.4	5.0

Quarter

☒ Q1, 2020

☒ Q2, 2020

☒ Q3, 2020

☒ Q4, 2020

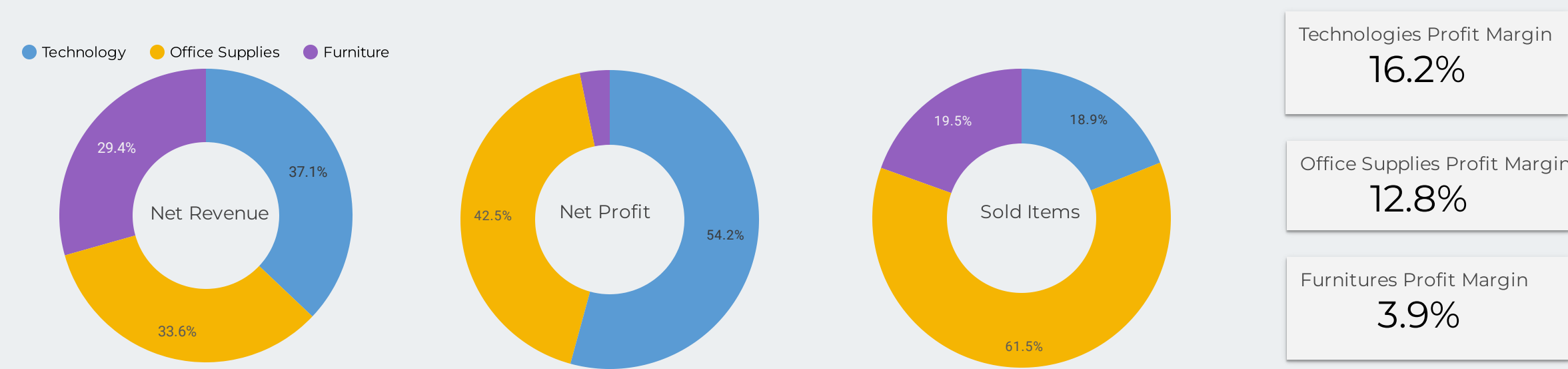
Category

☒ Office Supplies

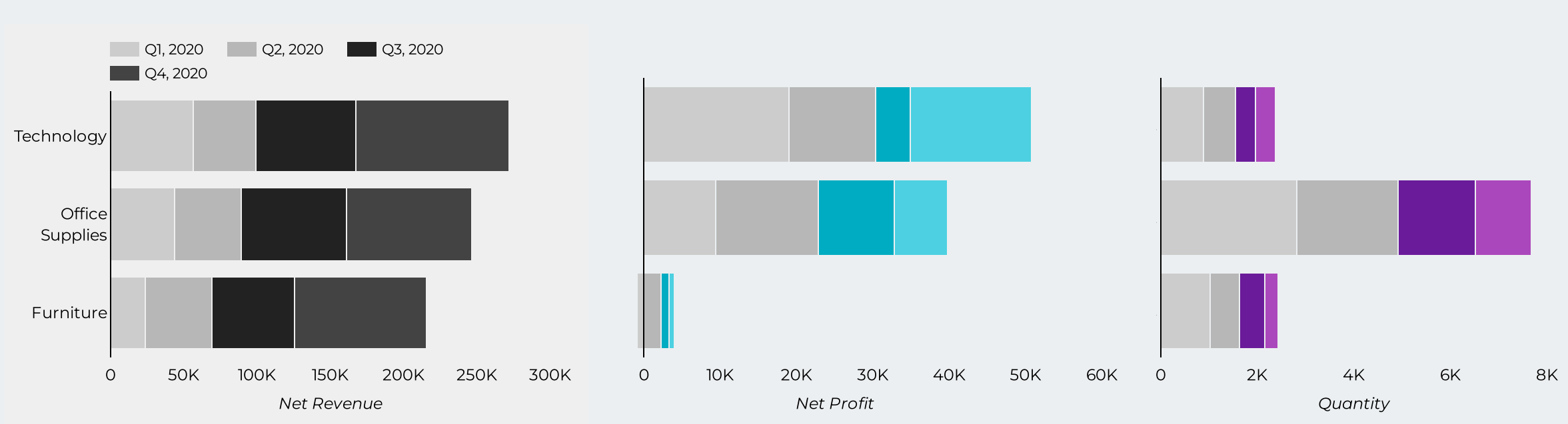
☒ Furniture

☒ Technology

Product Categories: Revenue vs Profit vs Items Sold



Revenue by Product Categories: Q3 vs Q4



Technology Category

Subcategories

4

Distinct Products

299

Avg. Product Price

\$147.37

Median Product Price

\$55.99

Avg. Order Value

\$516.60

Items per Order

4

Avg. Frequency

1

☒ Quarter

☒ Q1, 2020

☒ Q2, 2020

☒ Q3, 2020

☒ Q4, 2020

☒ Sub_Category

☒ Machines

☒ Phones

☒ Copiers

☒ Accessories

By Revenue

Phones

Copiers

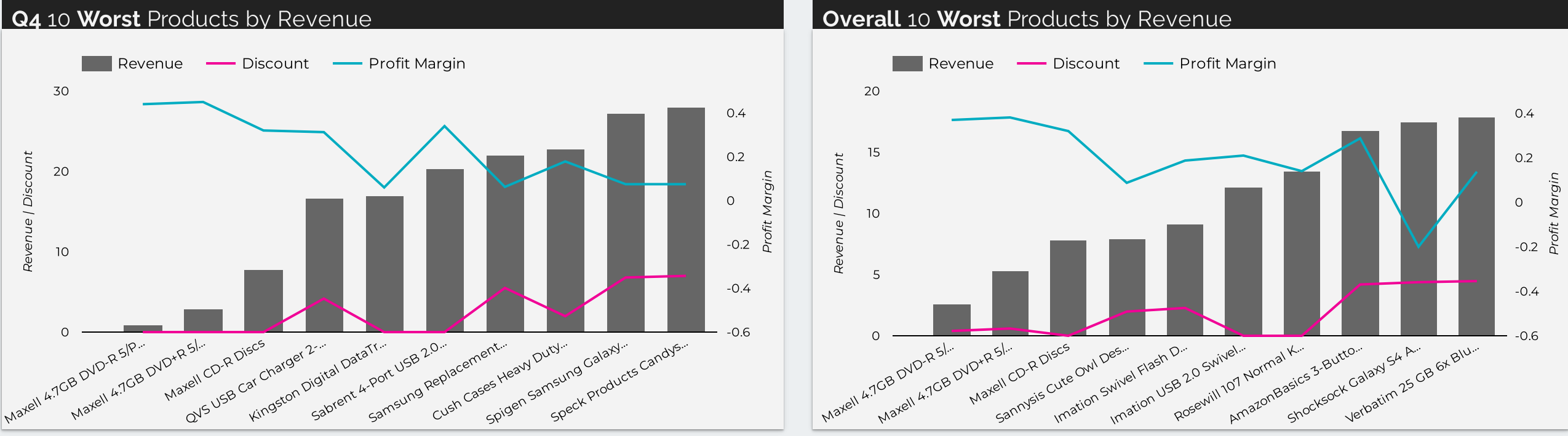
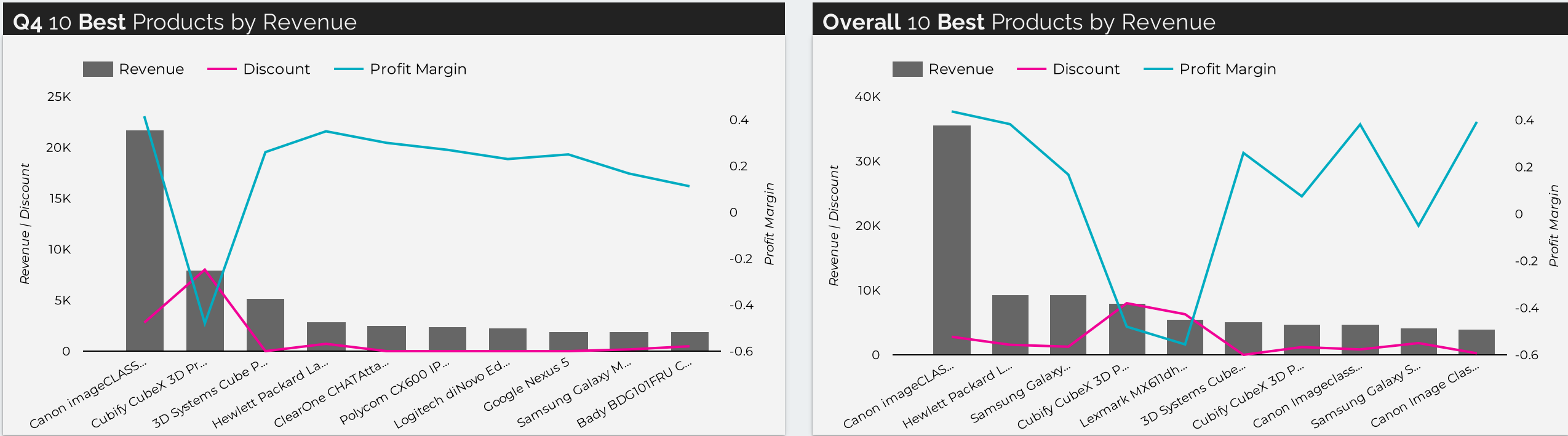
Accessories

Machines

Revenue

Discount

Profit Margin



Customer RFM, Geo Location, Bucket

RFM

frequency

recency

Recent Customers

Active Customers

At Risk

Hibernating

Geo Location

United States

Net_Revenue

79.1

50,301.14

Order Buckets

Order_Date (Year Quarter) / Revenue / Sold Items											
No.	Price_groups	Q1, 2020		Q2, 2020		Q3, 2020		Q4, 2020		Revenue	Sold Items
		Revenue	Sold Items	Revenue	Sold Items	Revenue	Sold Items	Revenue	Sold Items		
1	<500	11.76K	255	12.13K	298	17.39K	385	22.05K	592	63.33K	2K
2	501-1000	9.17K	72	8.27K	75	11.01K	99	17.33K	132	45.80K	378
3	1001-1500	4.71K	27	5.91K	33	13.78K	69	11.21K	71	35.60K	200
4	1501-2000	-	-	-	-	6.92K	35	9.12K	38	16.04K	73
Grand total		56.19K	391	43.01K	438	67.77K	654	104.76K	880	271.73K	2K

20% Products Generating 80 % Revenue // Corporate Segment in California

Net Revenue Technologies

Cumulative Revenue

Product_Name	Net_Reven...	Cumulative ...	Cumulative %
1. Cubify CubeX 3D Printer Double Head Pr...	4.80K	4.80K	21.26%
2. Hewlett Packard LaserJet 3310 Copier	2.40K	7.20K	31.89%
3. Wilson Electronics DB Pro Signal Booster	2.00K	9.20K	40.77%
4. Bady BDG101FRU Card Printer	1.92K	11.12K	49.27%
5. Logitech Z-906 Speaker sys - home theat...	1.65K	12.77K	56.58%
6. Polycom SoundPoint IP 450 VoIP phone	1.63K	14.40K	63.79%
7. Logitech P710e Mobile Speakerphone	1.29K	15.69K	69.49%
8. Sharp 1540cs Digital Laser Copier	879.98	16.57K	73.39%
9. StarTech.com 10/100 VDSL2 Ethernet Ext...	532.72	1710K	75.74%
10. Socket Bluetooth Cordless Hand Scanner...	506.28	1761K	77.99%

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Product Analysis

Product	Sold Items	Net Revenue	COGS	Net Profit	Profit % of Total	Profit Margin
Memorex Mini Travel Drive 16 GB USB 2.0 Flash Drive	34.0	542.98	331.22	211.76	0.42%	39.00%
Logitech Desktop MK120 Mouse and keyboard Com...	29.0	458.08	427.00	31.08	0.06%	3.57%
Motorola HK250 Universal Bluetooth Headset	26.0	533.37	585.79	-52.42	-0.10%	-12.70%
Memorex Micro Travel Drive 16 GB	25.0	332.59	275.83	56.76	0.11%	18.06%
Nortel Networks T7316 E Nt8 B27	25.0	1.63K	1.27K	356.95	0.70%	20.31%
Samsung Galaxy Mega 6.3	25.0	9.24K	7.77K	1.47K	2.90%	16.75%
Maxell 74 Minute CDR, 10/Pack	23.0	209.29	141.71	67.58	0.13%	33.06%
Polycom SoundPoint IP 450 VoIP phone	19.0	3.34K	3.18K	167.14	0.33%	4.42%
Kingston Digital DataTraveler 16GB USB 2.0	18.0	161.10	130.49	30.61	0.06%	19.00%
Enermax Briskie RF Wireless Keyboard and Mouse C...	18.0	344.78	239.27	105.51	0.21%	30.67%
TRENDnet 56K USB 2.0 Phone, Internet and Fax Mo...	18.0	455.66	298.25	157.41	0.31%	30.67%
Maxell 4.7GB DVD-R	18.0	459.76	301.40	158.36	0.31%	33.63%
SanDisk Cruzer 64 GB USB Flash Drive	18.0	653.76	457.63	196.13	0.39%	30.00%
Grand total	2.4K	271.73K	221.05K	50.68K	100.00%	16.21%

Office Supplies Category

Subcategories

9

Distinct Products

911

Avg. Product Price

\$40.43

Median Product Price

\$9.38

Avg. Order Value

\$193.47

Items per Order

5

Avg. Frequency

2

By Revenue

Storage

Binders

Appliances

Paper

Supplies

Art

Lab...

Enve...

Fast...

Revenue

Discount

Profit Margin

Q1, 2020

Q2, 2020

Q3, 2020

Q4, 2020

Revenue

Discount

Profit Margin

Quarter

Q1, 2020

Q2, 2020

Q3, 2020

Q4, 2020

Sub_Category

Binders

Appliances

Storage

Paper

Supplies

Q4 10 Best Products by Revenue

Revenue

Discount

Profit Margin

Fellowes PB500 Ele...

Adjustable Depth L...

Tennsco Double-Tie...

Hoover Shoulder Va...

Acco 7-Outlet Mast...

Iceberg Mobile Me...

Deluxe Rollaway Lo...

Ibico EPK-21 Electri...

GBC DocuBind TL3...

Kensington 7 Outle...

Overall 10 Best Products by Revenue

Revenue

Discount

Profit Margin

Martin Yale Chadle...

GBC DocuBind TL...

Fellowes PB500 El...

GBC DocuBind P4...

Adjustable Depth...

Fellowes PB300 Pl...

GBC DocuBind 30...

Honeywell Envirac...

Tennsco Single-Tie...

Tennsco 16-Compa...

Q4 10 Worst Products by Revenue

Revenue

Discount

Profit Margin

Hoover Commercial Lig...

Self-Adhesive Ring Bind...

BIC Brite Liner Grip Hig...

Angle-D Ring Binders

Computer Printout Inde...

Hoover Replacement Be...

Crayola Colored Pencils

Bagged Rubber Bands

Acco Economy Flexible...

Avery 520

Overall 10 Worst Products by Revenue

Revenue

Discount

Profit Margin

Hoover Commercial L...

Self-Adhesive Ring Bin...

Eureka Disposable Ba...

Computer Printout Ind...

Avery Hidden Tab Divi...

Colored Push Pins

OLC Thumb-Tacks

Holmes Visible Mist Ul...

Avery 497

Avery Durable Slant Ri...

Customer RFM, Geo Location, Bucket

RFM

frequency

recency

Active Customers

Recent Customers

At Risk

Hibernating

Geo Location

United States

Net_Revenue

40.08

55,412.83

Order Buckets

Order_Date (Year Quarter) / Revenue / Sold Items											
No.	Price_groups	Q1, 2020		Q2, 2020		Q3, 2020		Q4, 2020		Revenue	Sold Items
		Revenue	Sold Items	Revenue	Sold Items	Revenue	Sold Items	Revenue	Sold Items		
1	<500	16.68K	983	20.62K	1,352	29.11K	1,812	34.58K	2,391	101.00K	6,538
2	501-1000	7.25K	122	10.94K	167	10.88K	124	18.67K	231	47.74K	644
3	1001-1500	3.77K	17	4.77K	27	2.07K	25	8.17K	71	18.78K	140
4	1501-2000	3.60K	14	1.64K	10	11.65K	86	13.73K	84	30.62K	194
5	2001<	11.94K	38	7.75K	22	18.48K	71	9.79K	29	47.96K	160
Grand total		43.23K	1,174	45.72K	1,578	72.20K	2,118	84.95K	2,806	246.10K	7,676

20% Products Generating 80 % Revenue // in California

Net Revenue Office Supplies

Cumulative Revenue

Fellowes...

SAFCO Bo...

Belkin 5 O...

Carina DO...

GBC Docu...

Staple env...

XtraLife Cl...

Peel & see...

Rediform...

Pressboar...

Xerox 1968

GBC Bindi...

Things To...

White Env...

Cardinal Sl...

Wireboun...

Faber Cas...

Hoover C...

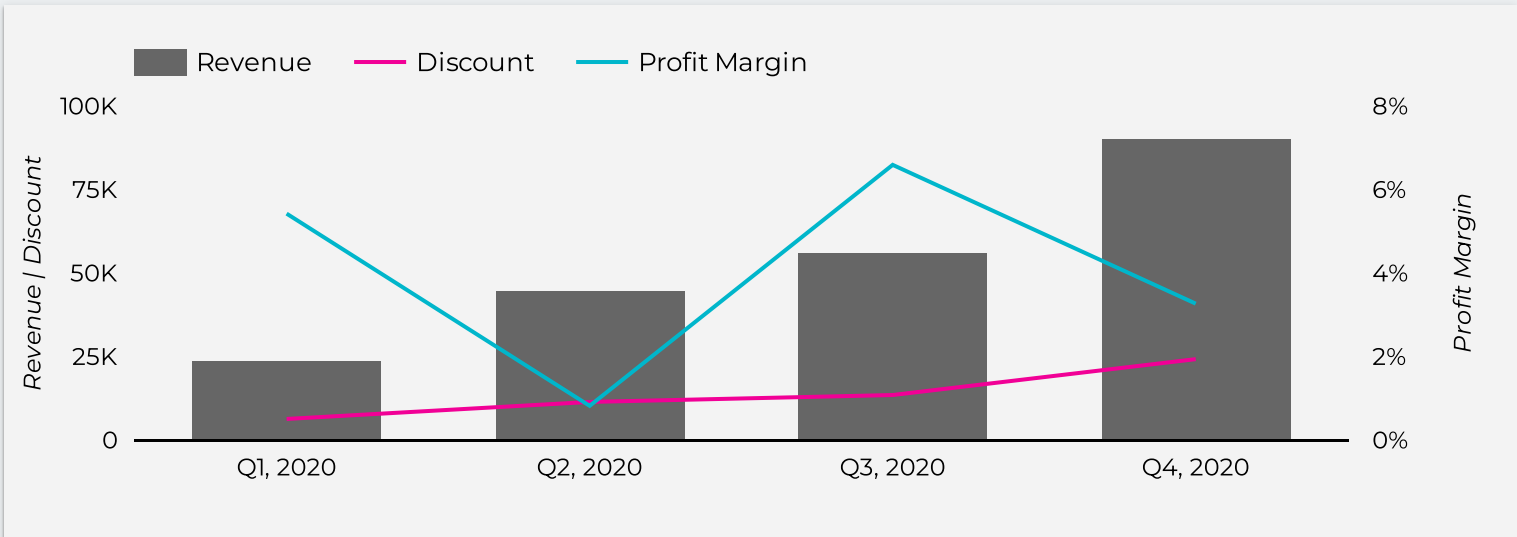
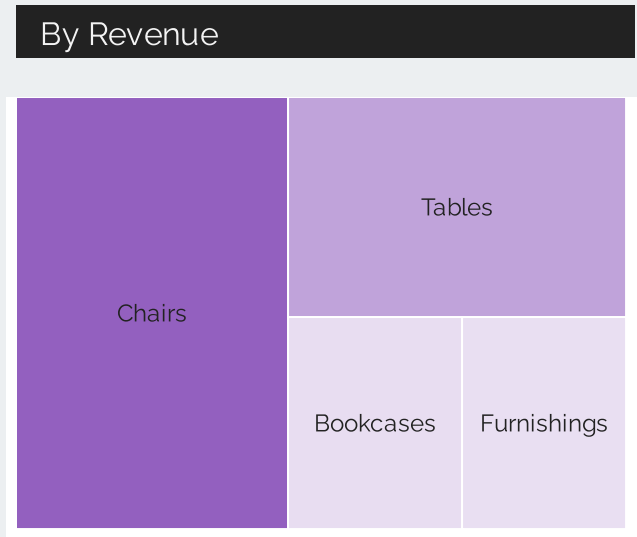
Nontoxic...

Product_Name	Net_Reven...	Cumulative ...	Cumulative %
1. Fellowes PB500 Electric Punch Plastic C...	5.08K	5.08K	9.17%
2. Sanyo 2.5 Cubic Foot Mid-Size Office Ref...	2.52K	7.60K	13.72%
3. GBC DocuBind 200 Manual Binding Mac...	2.36K	9.96K	17.97%
4. GBC ProClick 150 Presentation Binding S...	2.02K	11.98K	21.62%
5. Acco 7-Outlet Masterpiece Power Center...	1.95K	13.93K	25.13%
6. Sanyo Counter Height Refrigerator with ...	1.64K	15.57K	28.09%
7. Tennsco Double-Tier Lockers	1.58K	17.14K	30.94%
8. 3.6 Cubic Foot Counter Height Office Re...	1.47K	18.62K	33.6%
9. Adjustable Depth Letter/Legal Cart	1.45K	20.07K	36.22%
10. Tennsco 16-Compartment Lockers with ...	1.30K	21.36K	38.55%
1 - 331 / 331 < >			

Product Analysis

Product	Sold Items	Net Revenue	COGS	Net Profit	Profit % of Total	Profit Margin
Martin Yale Chadless Opener Electric Letter Opener	16.0	11.83K	13.06K	-1.23K	-3.10%	-10.25%
GBC DocuBind TL300 Electric Binding System	19.0	10.94K	9.03K	1.91K	4.81%	-5.12%
Fellowes PB500 Electric Punch Plastic Comb Bindin...	14.0	7.37K	8.90K	-1.53K	-3.84%	-87.50%
GBC DocuBind P400 Electric Binding System	8.0	7.08K	5.88K	1.20K	3.01%	-17.00%
Adjustable Depth Letter/Legal Cart	29.0	5.04K	3.74K	1.31K	3.29%	23.93%
Fellowes PB300 Plastic Comb Binding Machine	16.0	5.04K	3.29K	1.75K	4.41%	37.06%
GBC DocuBind 300 Electric Binding Machine	12.0	4.63K	3.28K	1.35K	3.39%	14.42%
Honeywell Enviracaire Portable HEPA Air Cleaner for...	16.0	4.33K	3.22K	1.11K	2.78%	24.63%
Tennsco Single-Tier Lockers	12.0	4.05K	4.28K	-225....	-0.57%	-0.94%
Tennsco 16-Compartment Lockers with Coat Rack	6.0	3.89K	2.95K	932....	2.35%	24.00%
GBC DocuBind TL200 Manual Binding Machine	19.0	3.58K	2.26K	1.33K	3.34%	37.06%
Tennsco Double-Tier Lockers	17.0	3.51K	3.33K	182.27	0.46%	2.13%
Sanyo 2.5 Cubic Foot Mid-Size Office Refrigerators	12.0	3.36K	2.48K	873.01	2.20%	26.00%
Grand total	7.7K	246.10K	206.36K	39.74K	100.00%	12.81%

Furniture Category						
Subcategories	Distinct Products	Avg. Product Price	Median Product Price	Avg. Order Value	Items per Order	Avg. Frequency
4	315	\$108.80	\$71.18	\$381.89	4	1

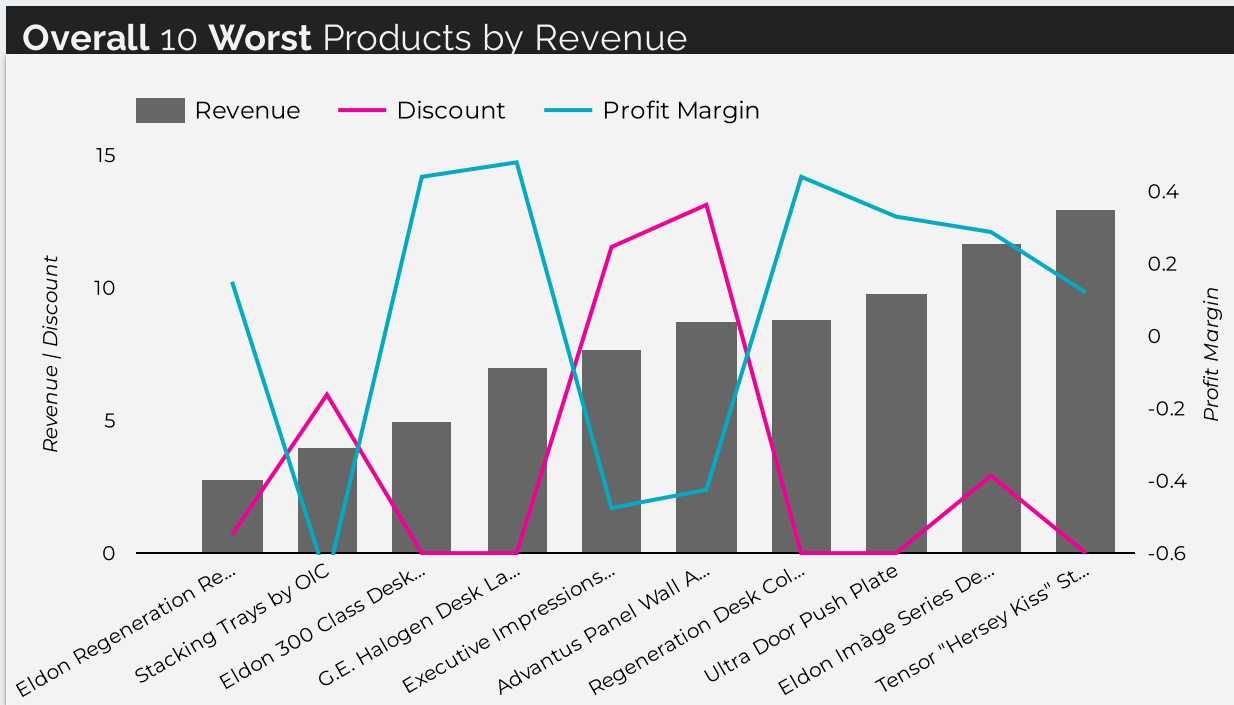
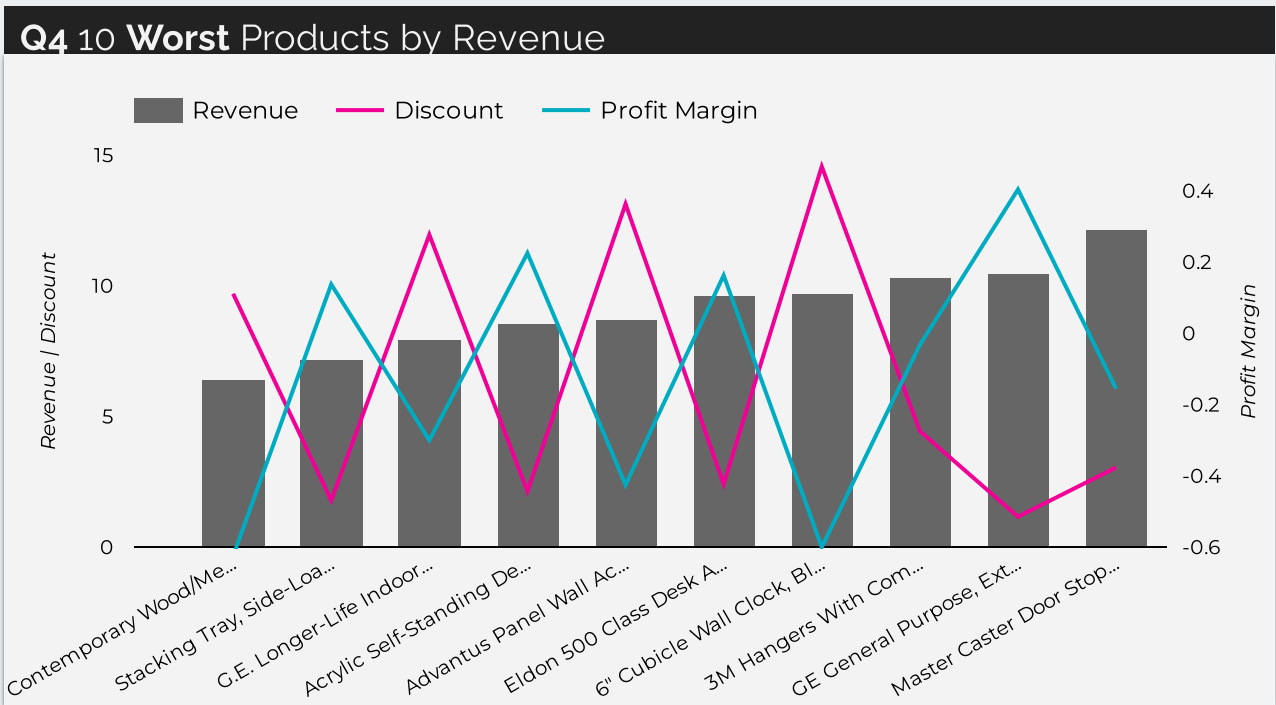
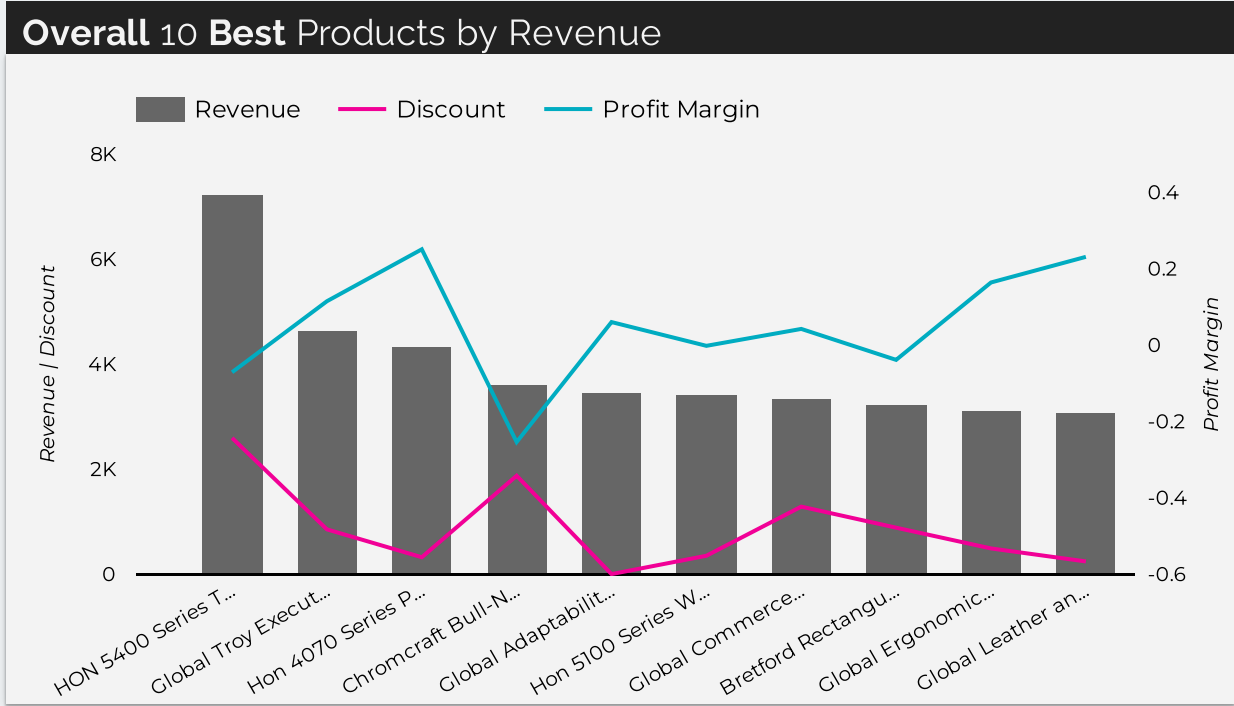
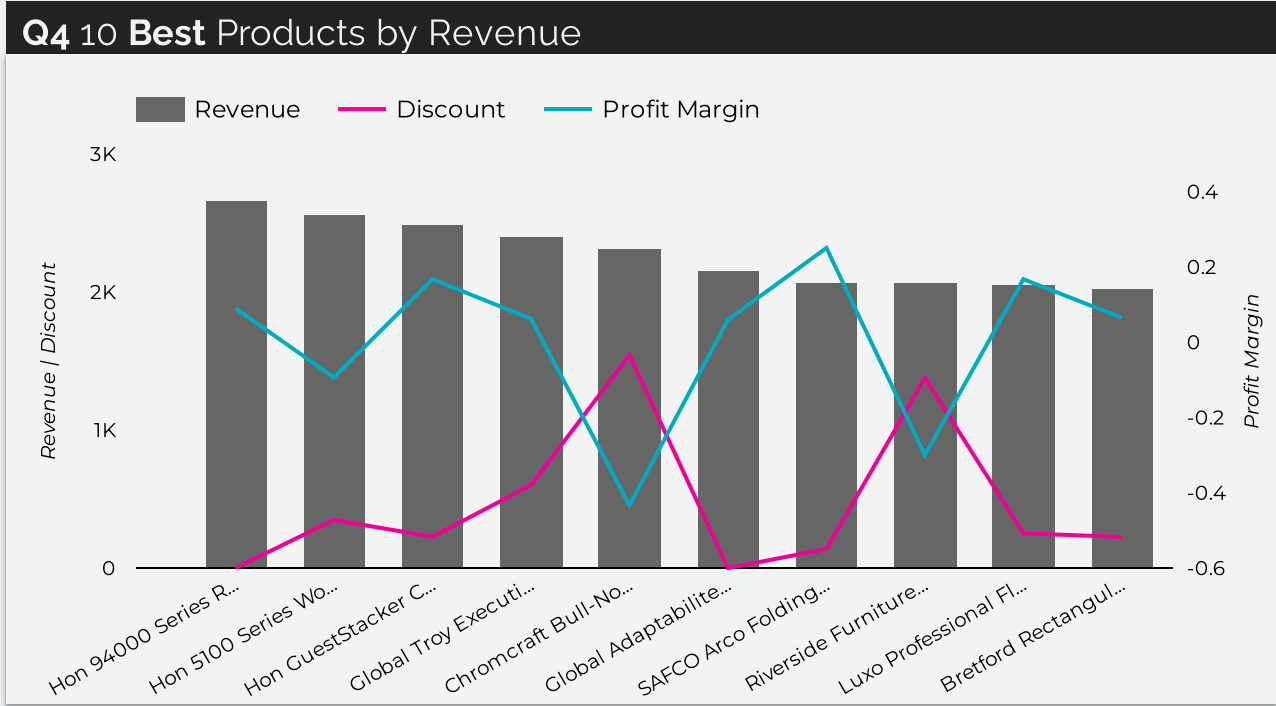


☒ Quarter

- ☒ Q1, 2020
- ☒ Q2, 2020
- ☒ Q3, 2020
- ☒ Q4, 2020

☒ Sub_Category

- ☒ Tables
- ☒ Chairs
- ☒ Bookcases
- ☒ Furnishings



Customer RFM, Geo Location, Bucket

RFM

Bucket	Recency	Frequency
Recent	~10	~1.55
Active	~60	~1.45
At Risk	~130	~1.40
Hibernating	~250	~1.15

Geo Location

Net Revenue: 15.92 (min) to 40,674.37 (max)

Order Buckets										
Order_Date (Year Quarter) / Revenue / Sold Items										
		Q1, 2020		Q2, 2020		Q3, 2020		Q4, 2020		Grand total
No.	Price_groups	Revenue	Sold Items	Revenue	Sold Items	Revenue	Sold Items	Revenue	Sold Items	
1	<500	9.86K	208	17.89K	361	18.25K	407	25.30K	599	71.30K / 1,575
2	501-1000	6.85K	33	11.97K	115	13.54K	114	25.04K	187	57.40K / 449
3	1001-1500	1.39K	12	5.92K	27	9.19K	41	7.93K	60	24.42K / 140
4	1501-2000	5.63K	27	5.52K	23	3.33K	13	13.93K	74	28.40K / 137
5	2001<	-	-	3.74K	9	11.97K	37	18.15K	90	33.85K / 136
Grand total		23.72K	280	45.03K	535	56.28K	612	90.35K	1,010	215.39K / 2,437

Product Analysis						
Product	Sold Items	Net Revenue	COGS	Net Profit	Profit % of Total	Profit Margin
Eldon Wave Desk Accessories	34.0	185.30	105.87	79.43	2.63%	40.80%
Lesro Sheffield Collection Coffee Table, End Table, Ce...	30.0	1.78K	1.78K	7.14	0.24%	-0.29%
Global Wood Trimmed Manager's Task Chair, Khaki	27.0	1.87K	2.14K	-272....	-9.01%	-16.52%
O'Sullivan 4-Shelf Bookcase in Odessa Pine	27.0	2.26K	2.71K	-454....	-15.07%	-67.55%
KI Adjustable-Height Table	25.0	1.40K	1.61K	-209....	-6.95%	-13.09%
Deflect-o RollaMat Studded, Beveled Mat for Mediu...	24.0	1.55K	1.82K	-265....	-8.80%	-14.80%
Nu-Dell Executive Frame	23.0	222....	183.15	39.31	1.30%	0.25%
Situations Contoured Folding Chairs, 4/Set	21.0	1.21K	1.12K	95.82	3.17%	10.19%
Flat Face Poster Frame	20.0	305.21	218.54	86.66	2.87%	18.80%
Bush Westfield Collection Bookcases, Medium Cherr...	20.0	887....	904....	-16.81	-0.56%	-7.59%
Chromcraft Round Conference Tables	20.0	2.79K	2.75K	34.86	1.15%	1.25%
Global Ergonomic Managers Chair	20.0	3.13K	2.68K	452....	14.99%	16.37%
Staple-based wall hangings	19.0	138.92	91.67	47.25	1.57%	34.67%
Grand total	2.4K	215.39K	212.37K	3.02K	100.00%	3.86%