**Narrative**

1. **General Profit**

‘Profit By Time’ – Upwards Trajectory, seasonality.

A graph with lines and numbers

Description automatically generated

‘Profit By Month’ – Can see the seasonality. First half of the year slow, Q4 profitable.

A graph of sales

Description automatically generated

‘Profit Domestic Sales v Exports’ – Most of the profit is generate through exports.

A graph of a graph with numbers and a number

Description automatically generated with medium confidence

1. **Profit in countries**

‘World Profit’ – Making profit in most countries, but some making a loss.

A map of the world

Description automatically generated

‘Profit Loss Countries’ – The 5 countries where most losses were made are Turkey, Nigeria, Netherlands, Honduras, Pakistan.

A screenshot of a graph

Description automatically generated

‘Percentage of Sales on Discount per Country’ - We were interested in exploring why we observe losses in these countries. We see high sales percentage matches up with least profitable counties well (worst 5, plus Argentina & Sweden). [Maybe show alongside profit world map?]

A map of the world

Description automatically generated

This begs the question, are discounts profitable? [Choice of graph V’s table]. – This shows that given the margins, discounts of more than 25% mean that Offurniture is operating at a loss.

A graph of different colored bars

Description automatically generatedor

A screenshot of a table

Description automatically generatedIn fact, we can see that the 5 least profitable countries all have orders with average discounts well above the 25% threshold.

A screenshot of a computer

Description automatically generated

A screenshot of a number

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The **domestic picture** is similar. Below shows the ‘profit per state’ v percentage of sales that are at a discount.

Profit Percentage of sales on discount

A map of the united states

Description automatically generatedA map of the united states

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Noting correlation between Texas, Arizona, Colorado, Florida, North-Carolina, Tennessee and Illinois in particular.

1. **Best Performing**
2. **Worst Performing**
3. **Customer Insights**
4. **Quirky fact finish**

Things to include in ‘roadmap’ slide. We will show that;

* The company is profitable and growing
* The company is not profitable in all regions
* Profitability is related to discounts
* There is a threshold above which discounts results in a loss
* Summarise rest of slides

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| --- | --- | --- | --- |
| **Country** | **Average Discount** | **Total Profit** | **Average Profit** |
| **Nigeria** | 0.70 | -$80,751.18 | -$89.23 |
| **Turkey** | 0.60 | -$98,447.28 | -$71.44 |
| **Netherlands** | 0.48 | -$41,070.54 | -$94.42 |
| **Pakistan** | 0.44 | -$22,446.86 | -$90.15 |
| **Honduras** | 0.41 | -$29,482.32 | -$41.35 |

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| --- | --- | --- | --- |
| **Country** | **Average Discount** | **Total Profit** | **Average Profit** |
| **United States** | 0.16 | $286,397.79 | $28.66 |
| **France** | 0.07 | $109,029.11 | $38.57 |
| **United Kingdom** | 0.07 | $111,900.00 | $68.52 |
| **India** | 0.02 | $129,071.75 | $83.00 |
| **China** | 0.01 | $150,683.03 | $80.15 |