



## Finance Data Analysis

Overview



Overview of All Amounts

Profitability



Track and Analyze Overall Profitability

Sales Performance



Track and Analyze Overall Sales Performance

Segment and Geography



Gain Insights Into Geographical Performance and Segment Trends

Finance Data

Overview

Profitability

Sales Performance

Segment and Geography

Overview

Year

All

Month Name

All

Quarter

All

Date

31/12/2012

31/12/2014

Product New

All

Segment New

All

£128M

Gross sales

£102M

Cost of Goods Sold

£26M

Profit

20.40%

Profit Margin

£1M

Units Sold

Date	Units Sold Amount	Manufacturing Amount	Gross Sales Amount	Cost of Goods Sold Amount	Gross Profit Amount	Gross Profit Margin	Gross Sales With Discount	Gross Sales Without Discount
01/12/2014	£102,336	£6,575	£12,508,268	£9,973,022	£2,535,246	20.27%	£509,480	£11,998,788
01/11/2014	£55,650	£3,290	£5,947,910	£4,779,614	£1,168,296	19.64%	£563,696	£5,384,214
01/10/2014	£105,482	£7,047	£13,313,424	£10,593,834	£2,719,590	20.43%	£937,604	£12,375,820
01/09/2014	£57,280	£3,290	£6,845,317	£5,375,565	£1,469,752	21.47%	£446,620	£6,398,697
01/08/2014	£60,705	£3,652	£6,325,959	£5,073,556	£1,252,403	19.80%	£461,337	£5,864,622
01/07/2014	£69,349	£3,407	£8,833,028	£7,179,055	£1,653,973	18.72%	£730,107	£8,102,920
01/06/2014	£103,302	£6,685	£10,268,972	£8,045,140	£2,223,832	21.66%	£750,078	£9,518,894
01/05/2014	£51,771	£3,407	£6,767,911	£5,381,571	£1,386,340	20.48%	£557,700	£6,210,211
01/04/2014	£78,887	£3,280	£7,429,393	£6,034,791	£1,394,602	18.77%	£464,617	£6,964,775
01/03/2014	£53,420	£3,290	£6,124,026	£4,916,993	£1,207,033	19.71%	£537,166	£5,586,860
01/02/2014	£55,115	£3,290	£7,699,201	£6,148,984	£1,550,217	20.13%	£401,670	£7,297,531
01/01/2014	£67,836	£3,407	£7,307,404	£5,793,733	£1,513,671	20.71%	£699,642	£6,607,762
01/12/2013	£52,970	£3,652	£5,835,025	£4,676,877	£1,158,148	19.85%	£466,584	£5,368,441
01/11/2013	£65,481	£3,285	£8,167,338	£6,501,701	£1,665,637	20.39%	£900,135	£7,267,203
01/10/2013	£95,622	£6,697	£9,828,688	£7,637,816	£2,190,872	22.29%	£533,077	£9,295,611
01/09/2013	£50,601	£3,280	£4,729,736	£3,720,397	£1,009,339	21.34%	£245,736	£4,484,000
Total	£1,125,806	£67,534	£127,931,599	£101,832,648	£26,098,951	20.40%	£9,205,248	£118,726,350

Profitability Insights



Year

All

Month Name

All

Quarter

All

Date

31/12/2012

31/12/2014

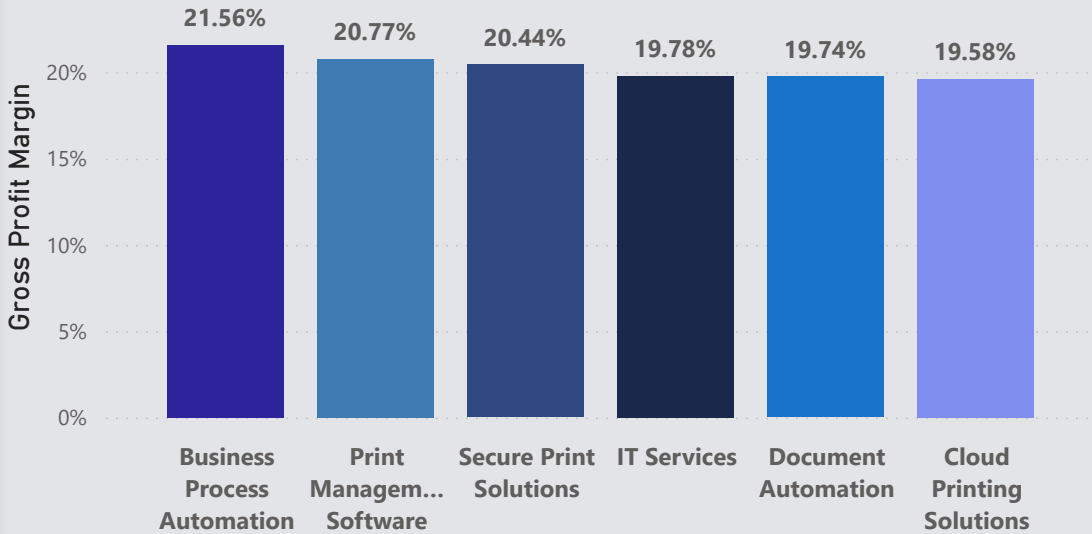
Product

All

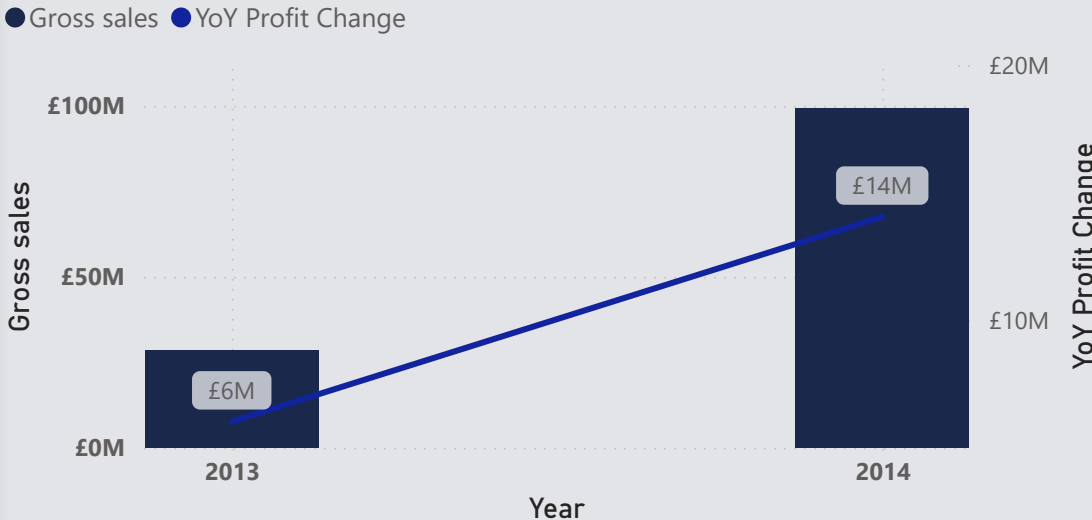
Cities

All

Gross Profit Margin by Product



Gross sales and YoY Profit Change by Year



Date	Gross Sales	Cost Of Goods Sold	Profit	Gross Profit Margin	
01/12/2014	£12,508,268	£9,973,022	£2,535,246	20.27%	↑
01/11/2014	£5,947,910	£4,779,614	£1,168,296	19.64%	↑
01/10/2014	£13,313,424	£10,593,834	£2,719,590	20.43%	↑
01/09/2014	£6,845,317	£5,375,565	£1,469,752	21.47%	↑
01/08/2014	£6,325,959	£5,073,556	£1,252,403	19.80%	↑
01/07/2014	£8,833,028	£7,179,055	£1,653,973	18.72%	↑
01/06/2014	£10,268,972	£8,045,140	£2,223,832	21.66%	↑
01/05/2014	£6,767,911	£5,381,571	£1,386,340	20.48%	↑
01/04/2014	£7,429,393	£6,034,791	£1,394,602	18.77%	↑
01/03/2014	£6,124,026	£4,916,993	£1,207,033	19.71%	↑
01/02/2014	£7,699,201	£6,148,984	£1,550,217	20.13%	↑
01/01/2014	£7,287,404	£5,782,722	£1,504,682	20.71%	↑
Total	£127,931,599	£101,832,648	£26,098,951	20.40%	



Sales Performance Analysis



Year

All

Month Name

All

Quarter

All

Date

31/12/2012

31/12/2014

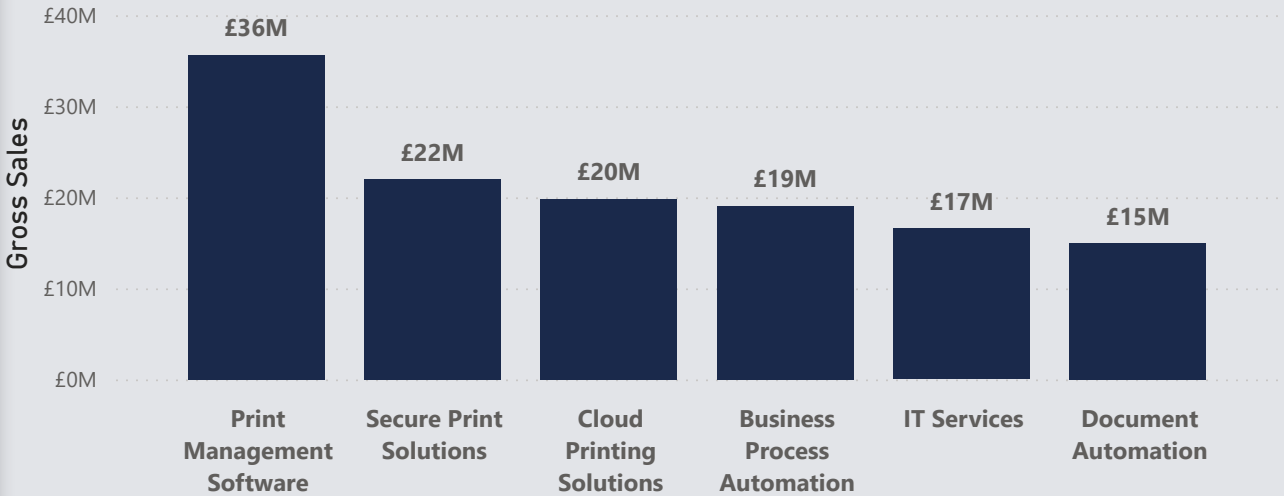
Product

All

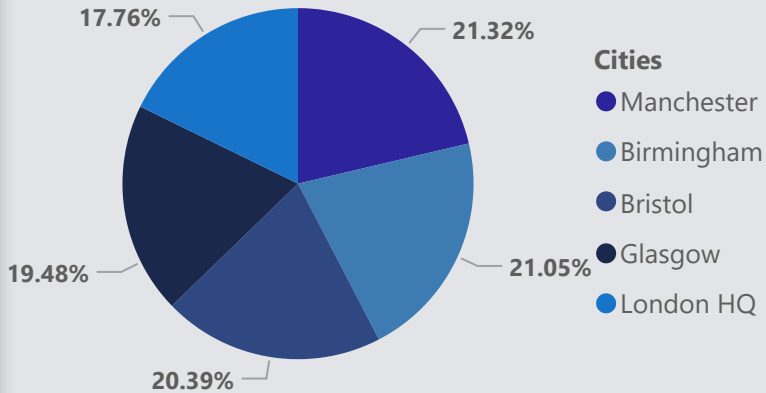
Cities

All

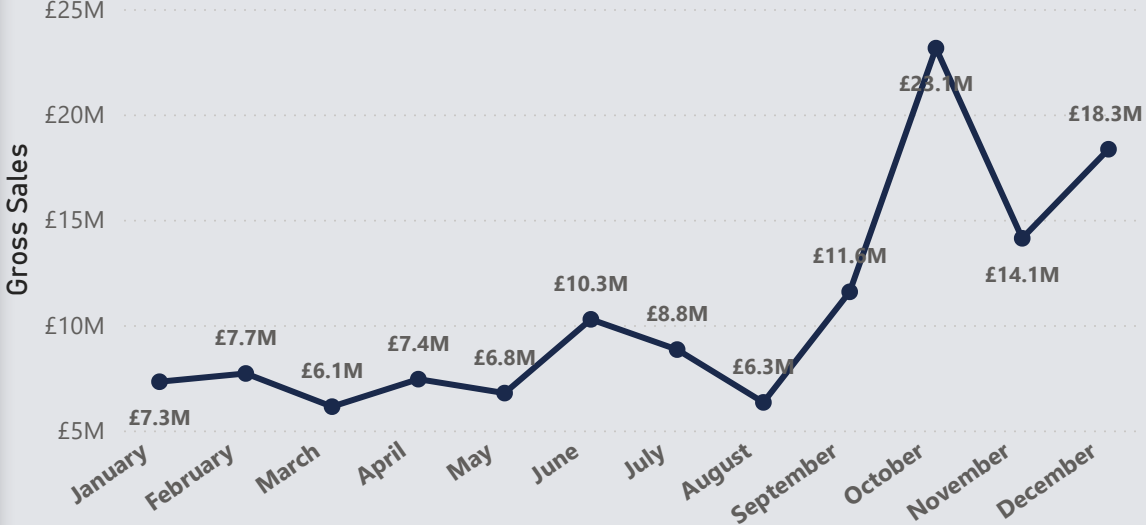
Gross Sales by Product



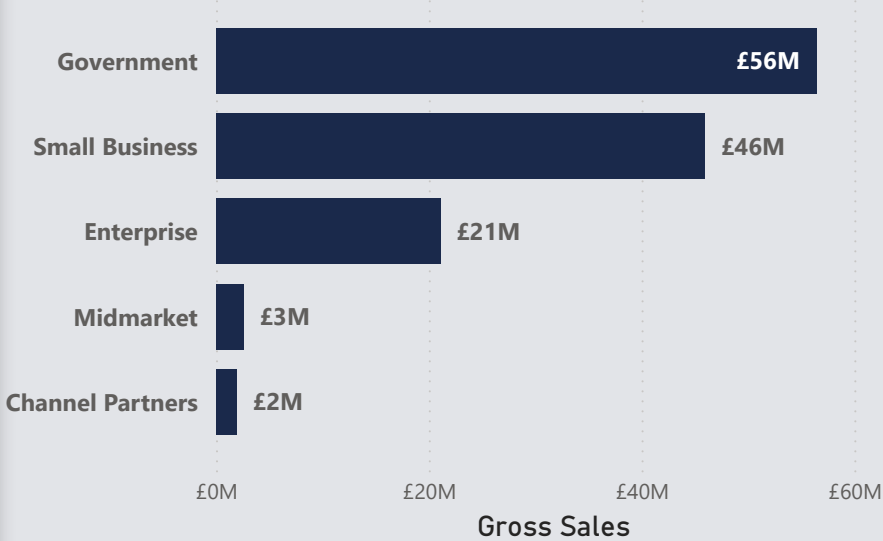
Gross Sales by Cities



Gross Sales by Month



Gross Sales by Segment



Segment and Geography



Year

All

Month Name

All

Quarter

All

Date

31/12/2012

31/12/2014

Product

All

Cities

All

Cities	Gross Sales	Cost Of Goods Sold	Profit	Gross Profit Margin
Birmingham	£26,932,164	£21,358,426	£5,573,738	20.70% ↑
Bristol	£26,081,675	£20,573,152	£5,508,523	21.12% ↑
Glasgow	£24,921,468	£19,824,952	£5,096,516	20.45% ↑
London HQ	£22,726,935	£18,041,829	£4,685,106	20.61% ↑
Manchester	£27,269,358	£22,034,290	£5,235,069	19.20% ↑
Total	£127,931,599	£101,832,648	£26,098,951	20.40%

Segment	Gross Sales	Cost Of Goods Sold	Profit	Gross Profit Margin
Cloud Solutions	£56,403,067	£41,116,088	£15,286,979	27.10% ↑
Digital Transformation	£1,935,162	£483,791	£1,451,372	75.00% ↑
Document Security	£2,582,670	£1,721,780	£860,890	33.33% ↑
Managed Print Services	£21,069,000	£20,226,240	£842,760	4.00% ↑
Workflow Automation	£45,941,700	£38,284,750	£7,656,950	16.67% ↑
Total	£127,931,599	£101,832,648	£26,098,951	20.40%

Gross Profit and Gross Profit Margin by Cities



Gross Sales by Segment

