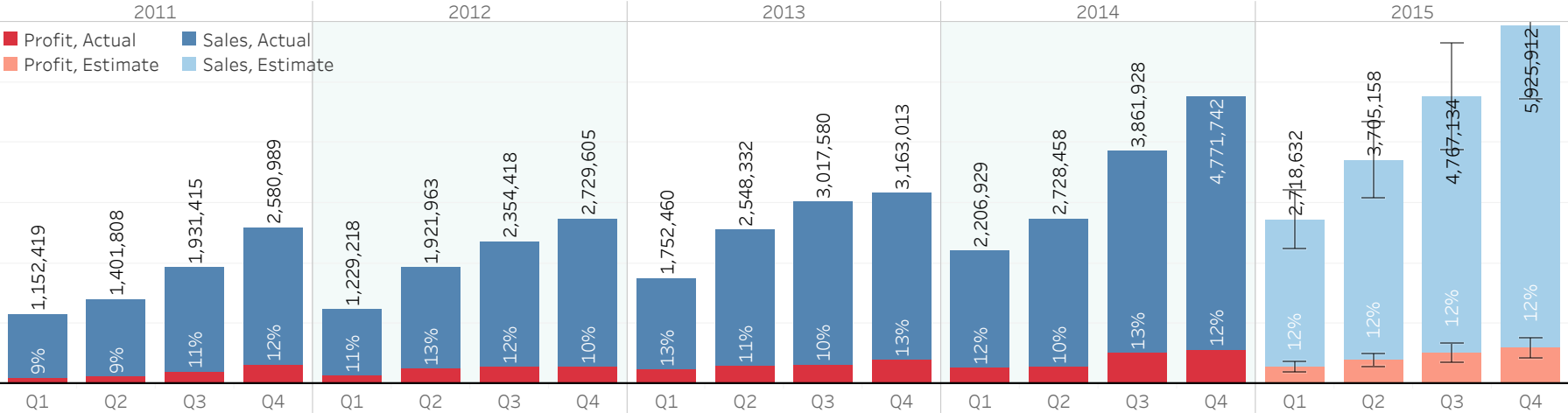


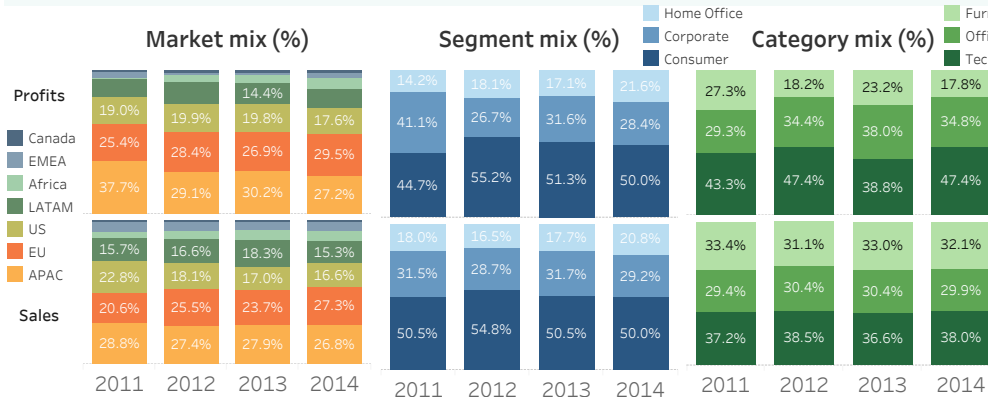
Company overview 1.1

Profit, Sales & Quantity					Projected profits					
	2011	2012	2013	2014	Sceanrio		2014 Actual	2015	2016	2017
Sales	7,066,631	8,235,204	10,481,384	13,569,058	Worst Case (28.7%)	Profit growth	29.8%	38.3%	49.3%	63.5%
Profit	736,630	948,043	1,227,796	1,609,955		Profit	\$1,609,955	\$2,227,000	\$3,325,505	\$5,436,650
Profit margin	10.42%	11.51%	11.71%	11.86%	Base (29.8%)	Profit growth	29.8%	38.7%	50.2%	65.1%
Profit growth		28.70%	29.51%	31.13%		Profit	\$1,609,955	\$2,232,274	\$3,352,283	\$5,535,463
Sales growth		16.54%	27.28%	29.46%	Best Case (31.1%)	Profit growth	29.8%	39.0%	51.2%	67.1%
Quantity growth		21.31%	28.77%	26.38%		Profit	\$1,609,955	\$2,238,507	\$3,384,515	\$5,656,618

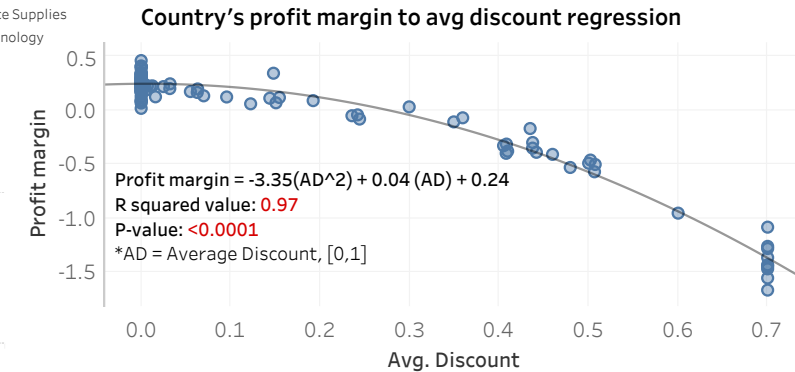
Company quarterly performance 1.2



## Product Mix 2.1



## Discount Evaluation 3.1



## Shipping Mode Analysis 4.1

**Ratio of shipping priority to mode**

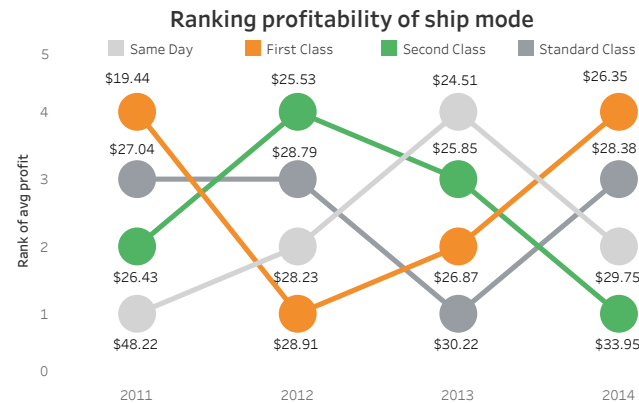
Order Priority	Same Day	First Class	Second Class	Standard Class	Grand Total
Critical	21.0%	42.2%	36.9%		100.0%
High	8.2%	21.8%	25.8%	44.2%	100.0%
Medium	2.2%	8.0%	16.3%	73.5%	100.0%
Low				100.0%	100.0%
Grand Tot..	5.3%	14.3%	19.9%	60.5%	100.0%

**Avg. Days before ship..**

	Same Day	First Class	Second Class	Standard Cla..
Avg. Days before ship..	0.03	2.17	3.25	4.99

**Avg. Shipping Cost**

	Same Day	First Class	Second Class	Standard Cla..
Avg. Shipping Cost	\$43.77	\$40.15	\$30.40	\$19.98



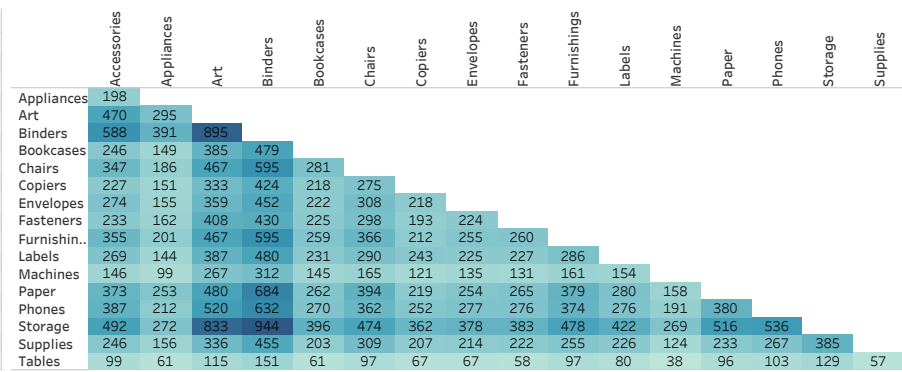
## Sub-category to shipment mode profit per item

	Same Day	First Class	Second Cla..	Standard Cl..
Accessories	\$11.60	\$10.16	\$12.54	\$11.07
Appliances	\$28.03	\$21.23	\$19.84	\$22.92
Art	\$3.61	\$3.63	\$3.36	\$3.65
Binders	\$3.53	\$3.26	\$3.74	\$2.77
Bookcases	\$15.36	\$22.51	\$17.89	\$19.26
Chairs	\$12.35	\$9.36	\$13.17	\$12.32
Copiers	\$44.19	\$41.33	\$32.86	\$32.37
Envelopes	\$3.36	\$3.26	\$3.85	\$3.70
Fasteners	\$1.06	\$1.17	\$1.45	\$1.33
Furnishings	\$5.60	\$3.77	\$4.30	\$4.74
Labels	\$1.59	\$1.43	\$2.01	\$1.71
Machines	\$38.53	\$-0.78	\$12.73	\$12.87
Paper	\$5.05	\$4.39	\$4.90	\$4.61
Phones	\$-0.28	\$17.16	\$16.55	\$19.64
Storage	\$6.12	\$3.62	\$5.85	\$6.65
Supplies	\$2.31	\$2.04	\$3.06	\$2.49
Tables	\$17.18	\$-19.42	\$-24.75	\$-19.30

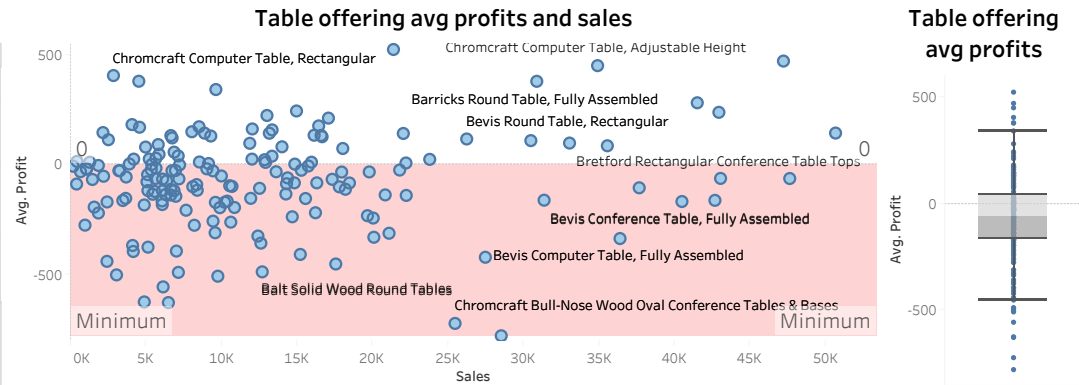
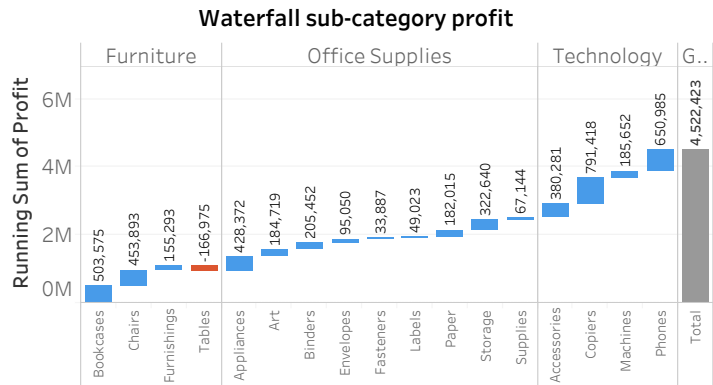
Product Analysis 5.1

Rank of sub-category (Profit)					
Sub-Category	2011	2012	2013	2014	Grand Total
Copiers	4.00	2.00	1.00	1.00	2.00
Phones	1.00	1.00	7.00	2.00	2.75
Chairs	2.00	4.00	2.00	5.00	3.25
Bookcases	3.00	6.00	3.00	3.00	3.75
Appliances	5.00	5.00	4.00	4.00	4.50
Accessories	6.00	3.00	6.00	6.00	5.25
Storage	8.00	7.00	5.00	7.00	6.75
Binders	11.00	9.00	9.00	8.00	9.25
Paper	7.00	12.00	8.00	11.00	9.50
Art	9.00	10.00	11.00	9.00	9.75
Machines	12.00	8.00	12.00	10.00	10.50
Furnishings	10.00	11.00	10.00	12.00	10.75
Envelopes	13.00	13.00	13.00	13.00	13.00
Supplies	14.00	14.00	14.00	14.00	14.00
Labels	15.00	15.00	15.00	15.00	15.00
Fasteners	16.00	16.00	16.00	16.00	16.00
Tables	17.00	17.00	17.00	17.00	17.00

Frequently bought together sub-category

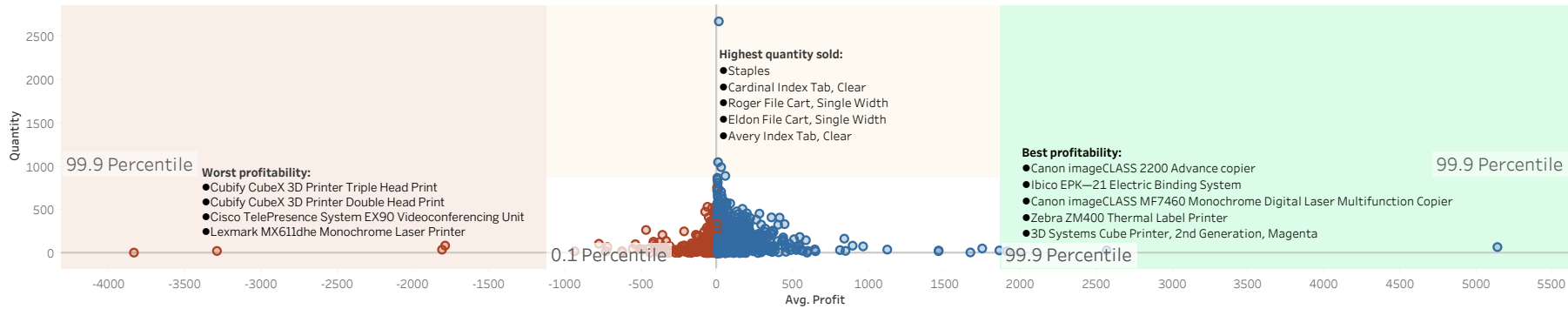


Tables Evaluation 5.2



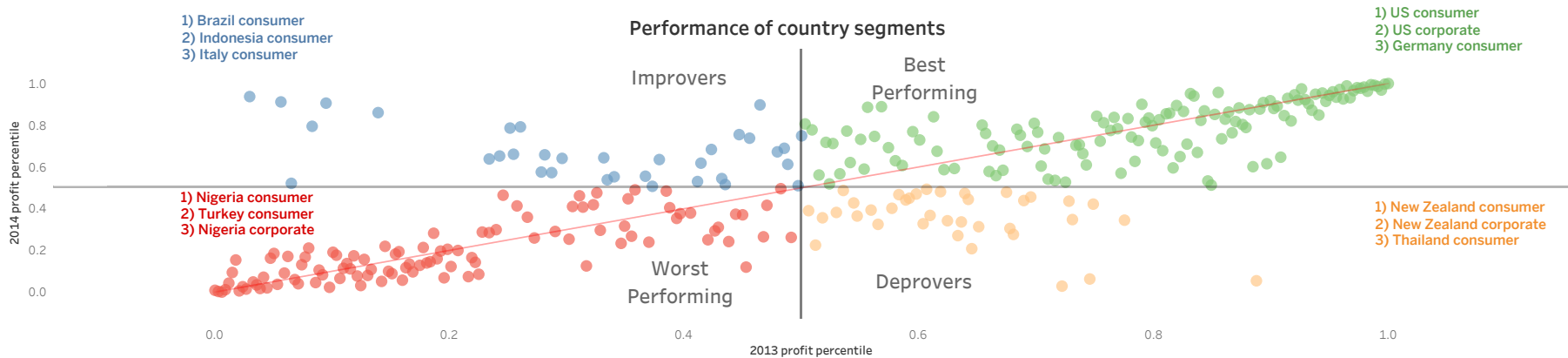
## Individual Product Analysis 5.3

### Avg profit to sales of products



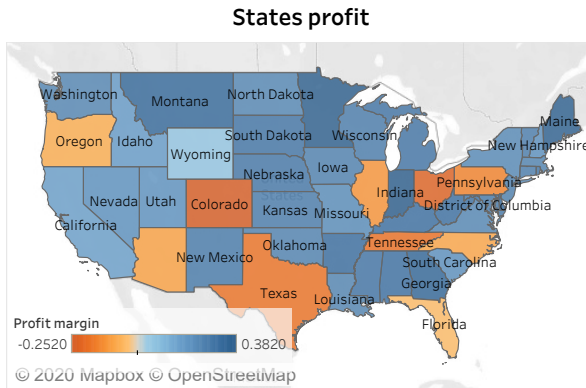
## Country Performance 6.1

### Performance of country segments

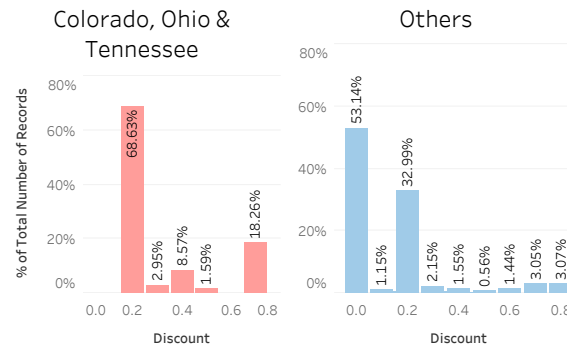


## Top & bottom performance countries analysis 6.2

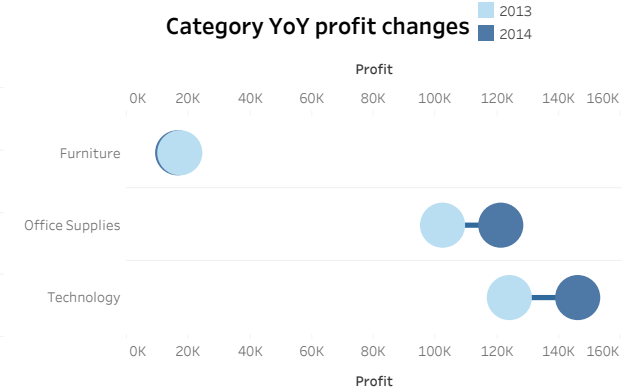
### United States (Top performer) 6.2.1



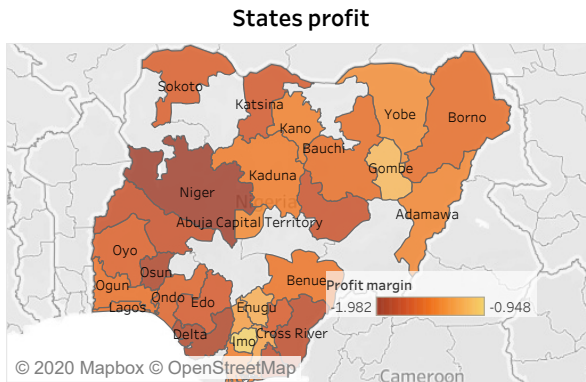
#### Discount record count



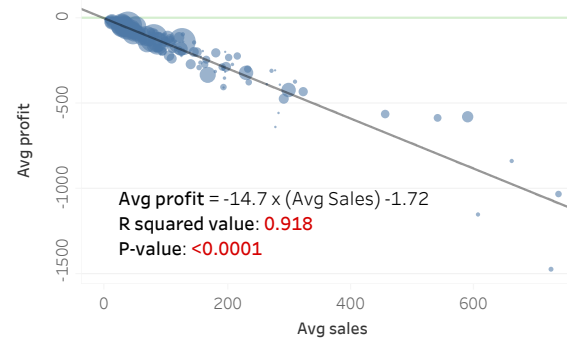
#### Category YoY profit changes



### Nigeria (Worst performer) 6.2.2



#### Avg sales to avg profit



#### Quantity of shipping priority to mode

Order Priority	Same Day	First Class	Second Class	Standard Class	Grand Total
Critical	6.7%	29.7%	63.6%		100.0%
High	18.6%	36.0%	22.9%	22.5%	100.0%
Medium	2.3%	5.4%	11.3%	81.0%	100.0%
Low				100.0%	100.0%
Grand Tot..	7.9%	17.4%	19.7%	54.9%	100.0%

	Same Day	First Class	Second Class	Standard Cl..
Avg. Days before ship..	0.00	2.05	3.47	5.01
Avg. Shipping Cost	8.34	13.45	9.00	4.10