

Global Product Sales & Profitability Analysis (Q1-Q4 2011-2014)										
Key Performance Indicators		Regional Breakdown & Product Line Performance								
Product Categories		North America			Europe			Asia-Pacific		
Category	Sub-Category	Sales (M)	Profit (M)	Units Sold (K)	Sales (M)	Profit (M)	Units Sold (K)	Sales (M)	Profit (M)	Units Sold (K)
Electronics			Electronics			Electronics			Electronics	
Smartphones		120.5	35.2	800.2	98.7	28.5	650.1	85.4	500.3	70.1
Tablets		80.2	22.1	550.1	75.3	25.0	480.0	68.9	380.2	55.0
Laptops		90.1	28.5	680.0	82.5	27.0	520.0	72.1	450.1	58.0
Peripherals		40.1	12.0	300.0	45.0	15.0	250.0	40.0	200.0	35.0
Software		30.0	10.0	200.0	35.0	10.0	180.0	32.0	150.0	28.0
Hardware		50.0	15.0	350.0	60.0	18.0	300.0	55.0	250.0	50.0
Accessories		20.0	6.0	150.0	25.0	12.0	180.0	22.0	120.0	20.0
Services		10.0	3.0	100.0	15.0	8.0	120.0	18.0	100.0	15.0
Total Electronics		400.8	110.8	2800.0	450.0	100.0	2200.0	380.0	1800.0	350.0
Consumer Goods			Consumer Goods			Consumer Goods			Consumer Goods	
Home Appliances		70.0	20.0	450.0	85.0	18.0	500.0	22.0	400.0	25.0
Household Goods		50.0	15.0	350.0	65.0	15.0	400.0	20.0	300.0	22.0
Personal Care		30.0	10.0	250.0	40.0	10.0	300.0	18.0	200.0	20.0
Automotive		40.0	12.0	300.0	50.0	12.0	350.0	20.0	250.0	22.0
Leisure Goods		20.0	6.0	150.0	25.0	8.0	180.0	18.0	120.0	20.0
Sports Goods		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
Total Consumer Goods		250.0	70.0	1800.0	300.0	60.0	2200.0	80.0	1600.0	200.0
Business & Industrial			Business & Industrial			Business & Industrial			Business & Industrial	
Office Equipment		60.0	18.0	400.0	75.0	15.0	500.0	20.0	350.0	22.0
Industrial Goods		40.0	12.0	300.0	55.0	12.0	400.0	18.0	300.0	20.0
Transportation		30.0	10.0	250.0	45.0	10.0	300.0	20.0	200.0	22.0
Manufacturing		20.0	6.0	150.0	30.0	8.0	180.0	15.0	120.0	20.0
Energy & Utility		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
Total Business & Industrial		210.0	65.0	1500.0	260.0	55.0	2000.0	75.0	1500.0	200.0
Aerospace & Defense			Aerospace & Defense			Aerospace & Defense			Aerospace & Defense	
Aerospace Components		50.0	15.0	350.0	65.0	12.0	400.0	18.0	300.0	20.0
Defense Systems		30.0	10.0	250.0	40.0	10.0	300.0	15.0	200.0	22.0
Space Exploration		20.0	6.0	150.0	30.0	8.0	180.0	12.0	120.0	20.0
Total Aerospace & Defense		100.0	45.0	1000.0	135.0	35.0	1500.0	55.0	1000.0	200.0
Automotive & Transportation			Automotive & Transportation			Automotive & Transportation			Automotive & Transportation	
Automotive Components		40.0	12.0	300.0	55.0	12.0	400.0	18.0	300.0	20.0
Transportation Services		30.0	10.0	250.0	45.0	10.0	300.0	15.0	200.0	22.0
Logistics & Supply Chain		20.0	6.0	150.0	30.0	8.0	180.0	12.0	120.0	20.0
Total Automotive & Transportation		90.0	38.0	900.0	125.0	30.0	1200.0	50.0	900.0	200.0
Food & Beverage			Food & Beverage			Food & Beverage			Food & Beverage	
Food Processing		30.0	10.0	250.0	40.0	10.0	300.0	15.0	200.0	22.0
Beverage Production		20.0	6.0	150.0	30.0	8.0	180.0	12.0	120.0	20.0
Food Retail		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
Total Food & Beverage		60.0	21.0	600.0	85.0	15.0	800.0	45.0	600.0	200.0
Pharmaceuticals			Pharmaceuticals			Pharmaceuticals			Pharmaceuticals	
Drug Manufacturing		20.0	6.0	150.0	30.0	8.0	180.0	12.0	120.0	20.0
Medical Devices		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
Healthcare Services		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
Total Pharmaceuticals		40.0	12.0	400.0	60.0	15.0	600.0	30.0	400.0	200.0
Telecommunications			Telecommunications			Telecommunications			Telecommunications	
Mobile Networks		30.0	10.0	250.0	40.0	10.0	300.0	15.0	200.0	22.0
Data Centers		20.0	6.0	150.0	30.0	8.0	180.0	12.0	120.0	20.0
Cloud Computing		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
Total Telecommunications		60.0	19.0	600.0	95.0	15.0	800.0	45.0	600.0	200.0
Transportation & Logistics			Transportation & Logistics			Transportation & Logistics			Transportation & Logistics	
Airline Operations		20.0	6.0	150.0	30.0	8.0	180.0	12.0	120.0	20.0
Marine Transport		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
Road Transport		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
Total Transportation & Logistics		40.0	12.0	400.0	65.0	15.0	600.0	35.0	400.0	200.0
Automotive & Manufacturing			Automotive & Manufacturing			Automotive & Manufacturing			Automotive & Manufacturing	
Automotive Assembly		30.0	10.0	250.0	40.0	10.0	300.0	15.0	200.0	22.0
Manufacturing Services		20.0	6.0	150.0	30.0	8.0	180.0	12.0	120.0	20.0
Supply Chain Management		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
Total Automotive & Manufacturing		60.0	18.0	600.0	95.0	15.0	800.0	45.0	600.0	200.0
Aerospace & Defense			Aerospace & Defense			Aerospace & Defense			Aerospace & Defense	
Aerospace Components		20.0	6.0	150.0	30.0	8.0	180.0	12.0	120.0	20.0
Defense Systems		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
Space Exploration		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
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Total Transportation & Logistics		30.0	10.0	300.0	45.0	15.0	500.0	25.0	300.0	200.0
Automotive & Manufacturing			Automotive & Manufacturing			Automotive & Manufacturing			Automotive & Manufacturing	
Automotive Assembly		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
Manufacturing Services		10.0	3.0	100.0	15.0	5.0	120.0	12.0	80.0	15.0
Supply Chain Management</										

Top 5 City by Sales		
Row Labels	Q1. Total Sales	
London	\$69.082K	
Berlin	\$52.365K	
Vienna	\$51.844K	
Madrid	\$44.897K	
Paris	\$42.245K	
Grand Total	\$260.433K	

Yearly Sales Growth (%) Trend		
Row Labels	Q1. Total Sales	Yearly Sales Growth %
2011	\$407.488K	0%
2012	\$547.250K	34.30%
2013	\$625.677K	14.33%
2014	\$756.247K	20.87%
Grand Total	\$2.337M	47.85%

Quantity vs Profit		
Row Labels	Q2. Total Quantities	Q3. Net Profit Value
2011	5.390K	\$53.942K
2012	7.067K	\$65.343K
2013	7.921K	\$77.160K
2014	9.815K	\$84.242K
Grand Total	30.193K	\$280.687K

Cost of Goods Sold (COGS) vs Sales		
Row Labels	Q1. Total Sales	Q2. Total Cost
Furniture	\$637.59M	\$588,128.00
Office Supplies	\$821.25M	\$896,614.00
Technology	\$877.85M	\$771,233.00
Grand Total	\$2.337M	\$2.056M

Sales & profit by Year		
Row Labels	Q3. Net Profit Value	Q1. Total Sales
2011	\$53.942K	\$407.488K
2012	\$65.343K	\$547.250K
2013	\$77.160K	\$625.677K
2014	\$84.242K	\$756.247K
Grand Total	\$280.687K	\$2.337M

Total Sales & Net Profit Value by Region		
Row Labels	Q1. Total Sales	Q3. Net Profit Value
Northern Europe	\$79.445K	(\$12,040.00)
British Isles	\$434.121K	\$83,318.00
Central Europe	\$585.659K	\$112,700.00
Southern Europe	\$516.914K	\$54,096.00
Western Europe	\$720.523K	\$42,615.00
Grand Total	\$2.337M	\$280,687.00

Seasonal Patterns in Sales and Profit		
Row Labels	Q1. Total Sales	Q3. Net Profit Value
Apr	\$128.782K	\$14,553K
Aug	\$269.552K	\$32,114K
Dec	\$289.711K	\$32,488K
Feb	\$119,460K	\$14,613K
Jan	\$152,361K	\$18,538K
Jul	\$176,140K	\$23,450K
Jun	\$255,760K	\$25,383K
Mar	\$124,960K	\$12,324K
May	\$133,184K	\$20,028K
Nov	\$257,212K	\$27,480K
Oct	\$146,149K	\$20,796K
Sep	\$303,381K	\$38,918K
Grand Total	\$2.337M	\$280,687K

2014 Top 5 Sales Product & Quantities Explanation		
Row Labels	Q1. Total Sales	Q2. Total Quantities
Apple Smart Phone, Full Si	\$8.539K	16
Nokia Smart Phone, Full Si	\$8.117K	16
Motorola Smart Phone, wi	\$7.617K	14
Hon Executive Leather Arm	\$6.957K	17
Chromcraft Conference Tz	\$6.108K	7
Grand Total	\$37.338K	70

Sub-Categories with Highest Profit		
Row Labels	Q3. Net Profit Value	
Accessories	\$26,815K	
Appliances	\$37,958K	
Bookcases	\$43,564K	
Copiers	\$42,037K	
Phones	\$26,499K	
Grand Total	\$176,883K	