

## **Office Supplies:**

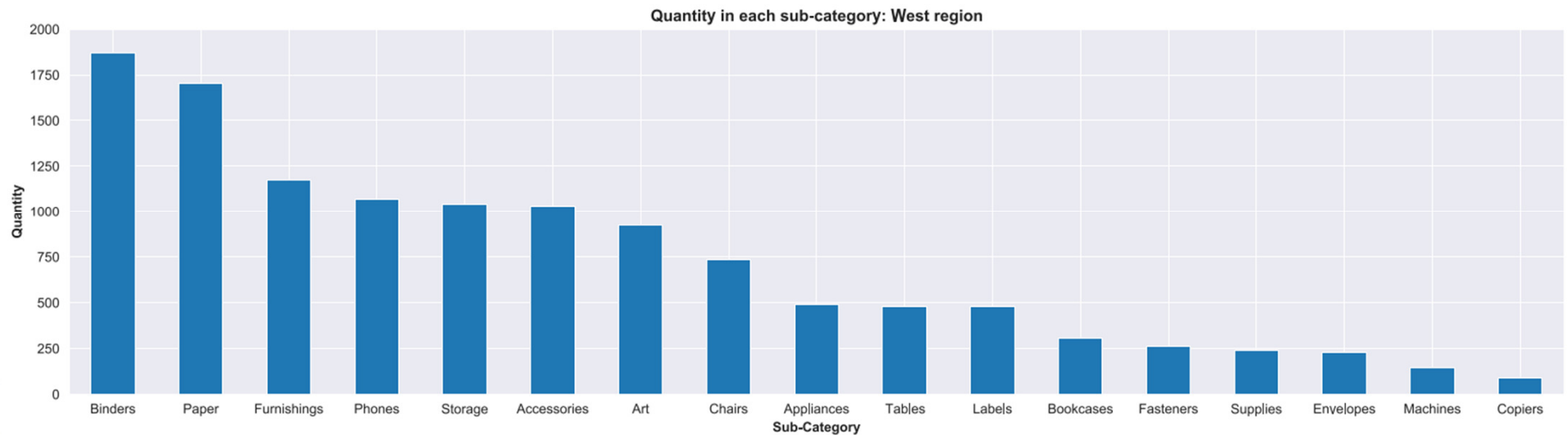
Examining the popularity of products in each region:  
West, East, Central, South

Done by: Chua Shin Ying

# Popularity of products in each region

- **West Region**

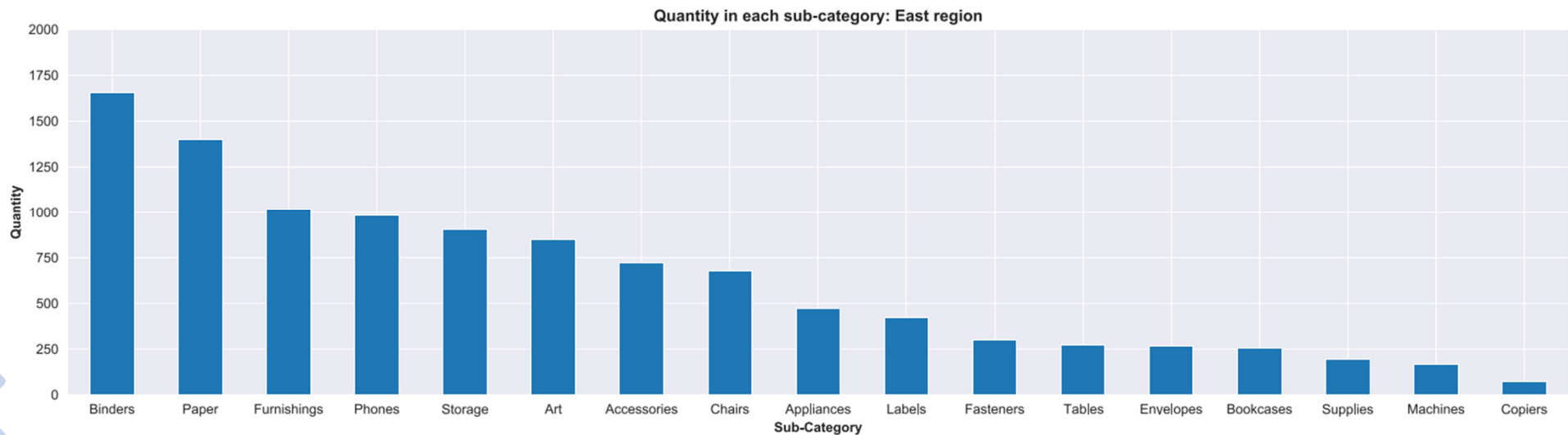
- Most popular (Top 3): Binders, Paper, Furnishings
- Least popular (Bottom 3): Copiers, Machines, Envelopes



# Popularity of products in each region

- **East Region**

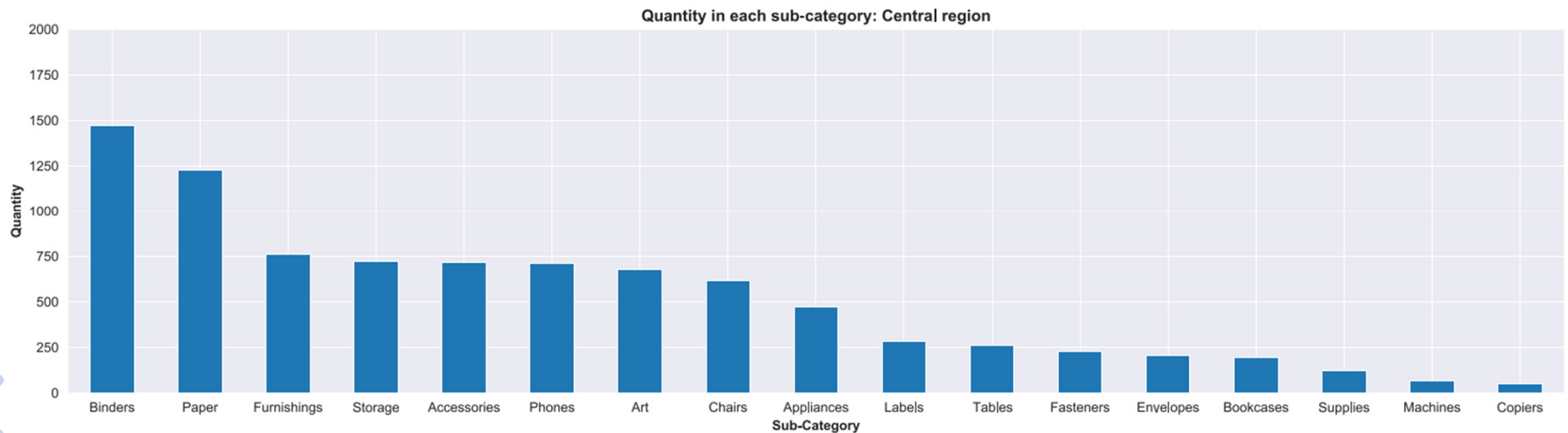
- Most popular (Top 3): Binders, Paper, Furnishings
- Least popular (Bottom 3): Copiers, Machines, Supplies



# Popularity of products in each region

- **Central Region**

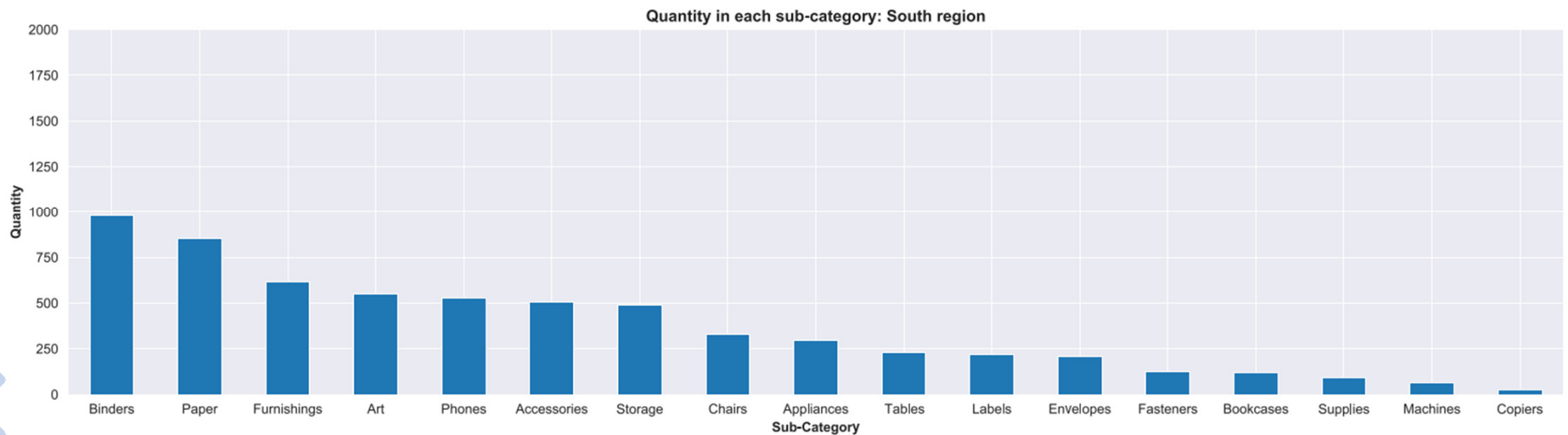
- Most popular (Top 3): Binders, Paper, Furnishings
- Least popular (Bottom 3): Copiers, Machines, Supplies



# Popularity of products in each region

- **South Region**

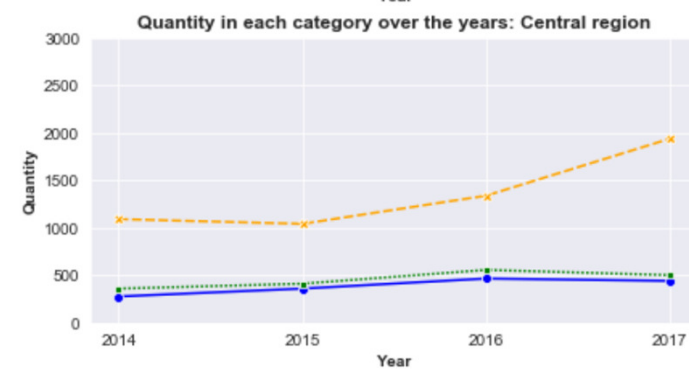
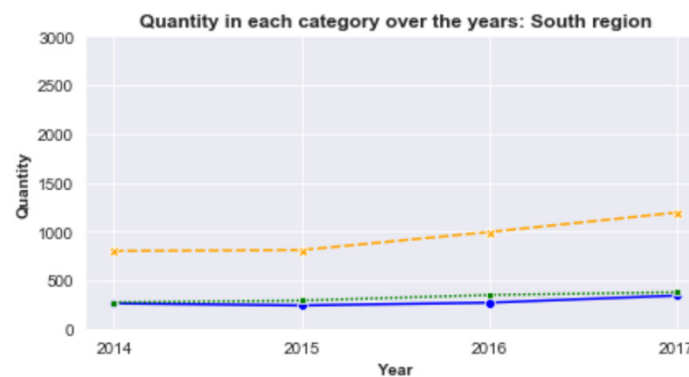
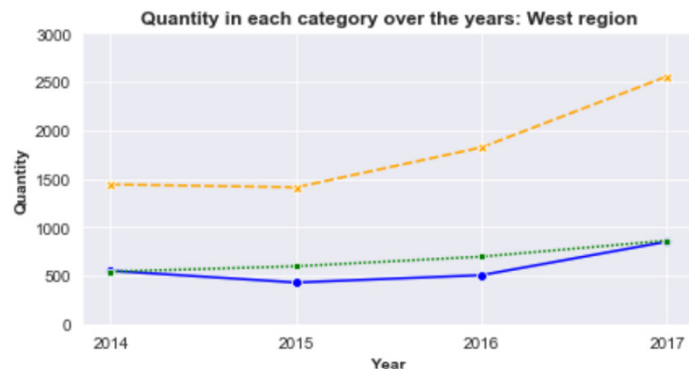
- Most popular (Top 3): Binders, Paper, Furnishings
- Least popular (Bottom 3): Copiers, Machines, Supplies



# Popularity of products in each region over time

- **General trend in each region**

- Office supplies (by Category) is the most popular in all regions from 2014 to 2017
- Increase in demand for all categories from 2014 to 2017 in all regions



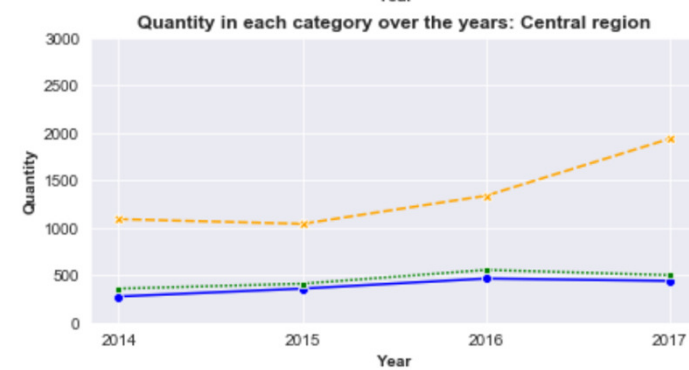
Fastest growing category:  
Office supplies

Category

- Technology
- Office Supplies
- Furniture

# Popularity of products in each region over time

- **Region: West, South, East, Central**
  - Demand in south region is consistently lowest for all categories from 2014 to 2017



Category

- Technology
- Office Supplies
- Furniture

# Conclusion / Recommendations

- **Clearing large amount of unsold products in South region:**

- Less demand in South region, more demand in West, East, Central region
- Transport unsold products (all categories) to other regions for sale



- **Clearing unsold products in each region:**

- Give more discount for unsold products especially in Technology and Furniture
- Shipping unsold products between regions can be time consuming and expensive



- **Preparing for future:**

- Optimize resource planning
- Lesser distribution of products to South region to minimize large amount of unsold products

