

Sales Performance Trend

Customer Segment

Product Category

Product Sub-Category

Product Container

Ship Mode

Order Priority

Region

Year

795

Customer Count

\$15M

Total Sales

\$2M

Total Profit

5491

Unique Orders

872

Orders Returned

\$13

Avg. Shipping Cost

\$1,607

Avg. COGS

\$100

Avg. Cost Price/...

2.03

Avg. Shipping D...

Sales by Customer Segment

Small Business \$3M (18.61%)

Consumer \$3M (20.57%)

Home Office \$4M (23.91%)

Corporate \$5M (36.91%)

Avg. Shipping Days by Order Priority & Returns

Low

Critical

Medium

Not Specified

High

4.24

1.51

1.47

1.47

1.41

200

150

Avg. ShippingDays

Returns

YoY Profit by Product Category

Increase

Decrease

Total

Other

\$500K

\$400K

\$300K

2009

Technology

Furniture

Office Sup...

2011

Office Sup...

Technology

Furniture

2010

Office Sup...

Furniture

Technology

2012

\$435K

\$47K

(\$11K)

(\$92K)

\$379K

\$31K

(\$4K)

(\$42K)

\$364K

\$20K

(\$15K)

(\$27K)

\$342K

Profit

Year

Gross Profit Margin by Region & Province

\$400K

\$200K

\$0K

Ontario

Prarie

West

Atlantic

Quebec

Northw...

Yukon

Nunavut

Sales Trend by Year

\$4M

\$3M

2009

2010

2011

2012

Sum of Sales

Sales Trend by Quarter

\$4.0M

\$3.5M

1

2

3

4

Sum of Sales

Product-Level Sales vs COGS

\$2,158K

\$1,889K

\$1,130K

\$1,022K

\$795K

\$737K

\$698K

\$446K

\$174K

\$167K

\$81K

\$39K

\$15K

Office Machi...

Tables

Telephones and Commun...

Chairs & Chairmats

Copiers and Fax

Storage & Organization

Binders and Binder Acces...

Bookcases

Computer Peripherals

Appliances

Office Furnishings

Paper

Envelopes

Pens & Art Supplies

Scissors, Rulers and Trim...

Labels

Rubber Bands

Sales

COGS

Top 10 Sales by Product Sub-Category

\$2,158K

\$1,889K

\$1,130K

\$1,022K

\$823K

\$795K

\$737K

Office Mac...

Tables

Telephones and Com...

Chairs & Chairmats

Copiers and Fax

Storage & Organization

Binders and Binder Ac...

Bookcases

Computer Peripherals

Appliances

Sales by Province and Region

Yukon

Northwest Territories

British Columbia

Manitoba

Quebec

Saskatchewan

Ontario

Alberta

Nova Scotia

Prince Edward Island

New Brunswick

Microsoft Bing

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