OFFICE SUPPLY DASHBOARD 127.93M 121.22M 13.10M 14.56M 13.83M 0.11 profit after tax Profit before tax Profit Revenue Sum of Gross sales Profit margin 106.66M 727.78K Manufacture cost Tax Revenue by Product Revenue by Segment Revenue by State 34M Oyo State Government 54M 26M 21M Notepad 25M Small Busi. Lagos State Markers Enterprise 20M Ogun State 25M Stapler Midmarket 2M Osun State Pencil Channel P... 2M Ondo State 21M A4 Paper Average of Total revenue by State Average of Total revenue by Product Average of Total revenue by Segment 0.19M Stapler Oyo State Small Busi.. 0.43M 0.19M Notepad 0.18M Lagos State 0.20M Enterprise Markers 0.18M Ogun State Government 0.17M Pencil 0.17M Osun State Midmarket 0.02M 0.17M Ondo State 0.15M Channel P... 0.02M 0.15M A4 Paper Sales proportion financial performance Product sold in 2014 28M Stapler Biro 34M Biro 0.20M 0.20M 15M 21M Notepad Notepad Notepad Stapler 0.18M Markers Markers Stapler A4 Paper 13M Pencil 0.18M 18M 0.18M Markers Biro Pencil A4 Paper A4 Paper Pencil Q3-Q4 trend of 2013 and 2014 **Year** • 2013 • 2014 8.3M 7.5M 6.0M Overall tax by product Sum of Tax by State Sum of Tax by Segment 1.5M Osun St... 1.36M **Small Business** Pencil 0.17M Ondo St... 0.46M Government A4 Paper Lagos St... 0.13M 0.24M Enterprise Markers 0.0M Oyo State 0.12M Midmarket -0.58M Notepad -1.1M Ogun St... 0.11M Channel Part... -0.75M Stapler -1.1M Sum of Tax by State and product **Product** ● A4 Paper ● Biro ● Markers ● Notepad ● Pencil ● Stapler 0.09M 0.13M 0.18M 0.18M 0.17M 0.36M 0.35M 0.25M 0.24M 0.32M 0.14M Osun State Ondo State **Lagos State** Oyo State Ogun State Sum of Profit by State Sum of Profit by State Sum of Profit by State 29M Small Bu... 26M Osun St... 3.5M Pencil Ondo St... 3.3M Governm... 9M A4 Paper Lagos St... Enterprise Markers -1M Oyo State Midmarket -11M Notepad -20M Ogun St... Channel ... -14M Stapler -21M Insights ·Biro lead sales but Stapler and Notepads is the biggest revenue driver. · Marker, Pencil and A4 paper are relatively close, have low impact but A4 paper is the weakest performer and needs improvement. ·Sales peaks in Q4-2014 (October and November) with high demand products (Biro and Notepads) Recommendations ·Continue investing in Biro , Stapler and Notepads to maintain sales and revenue. • Enhance sales with marketing and product variation. Boost Pencil and A4 paper performance through pricing strategies and bundling offer.