

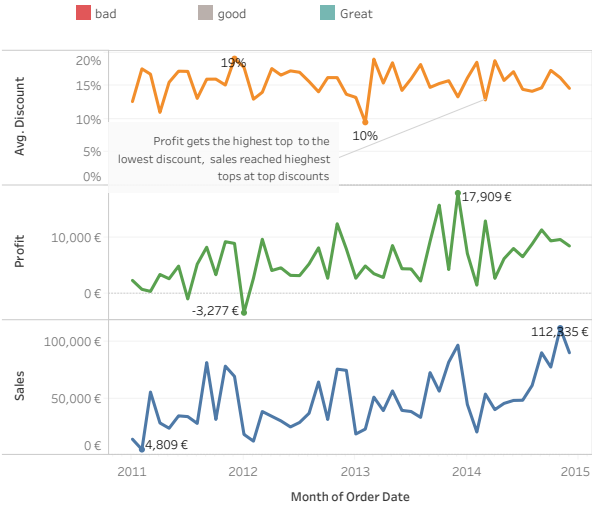
Story 1

Profitability and sales Growth	KPIs Analysis	The surprising factor & Sales	Discount & Profit ratio correlation	Profit loss	Recommendations
--------------------------------	---------------	-------------------------------	-------------------------------------	-------------	-----------------

Avg. Discou..	All values	Year of Ord..	All	Annual Growth
		2012	2013	2014
Profit Growth	bad	24.41%	Great 28.46%	bad 23.60%
Sales Growth	bad	-2.83%	Great 29.32%	bad 20.62%
Discount Growth	bad	-1.69%	Great -0.59%	bad 1.16%
		2012	2013	2014
Ordes		5.47%	22.74%	28.64%
Customers:		-3.70%	11.17%	8.79%
Number of Records:		5.47%	13.78%	18.53%
Quantity:		5.25%	22.95%	27.45%

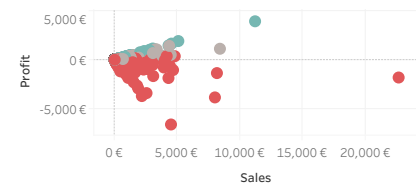
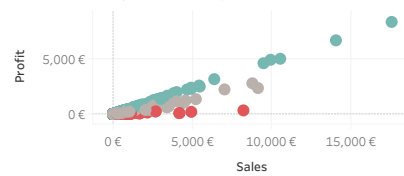
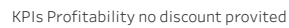
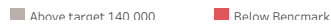
In this dashboard we see that the increase discounts cause profit loss, although sales get higher.

According to Annual Growth values, it is obvious that each year, after 2011 there is positive profit growth but 2014 there is a significant decrease of Profit and Sales. At the same year discounts were 1.16% higher than 2013.



## Story 1

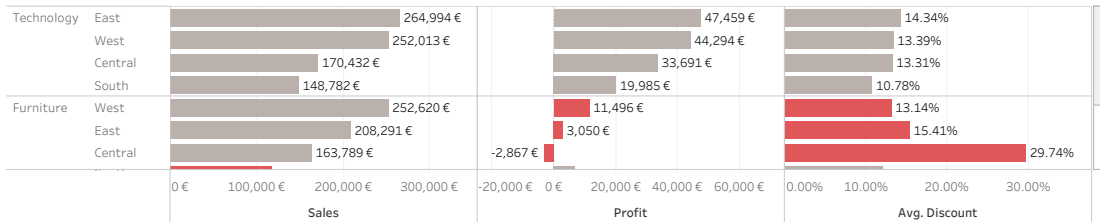
Profitability and sales Growth	KPIs Analysis	The surprising factor & Sales	Discount & Profit ratio correlation	Profit loss	Recommendations
--------------------------------	---------------	-------------------------------	-------------------------------------	-------------	-----------------



## Sales KPI

Category	Central	East	South	West
Furniture	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Office Supp..	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

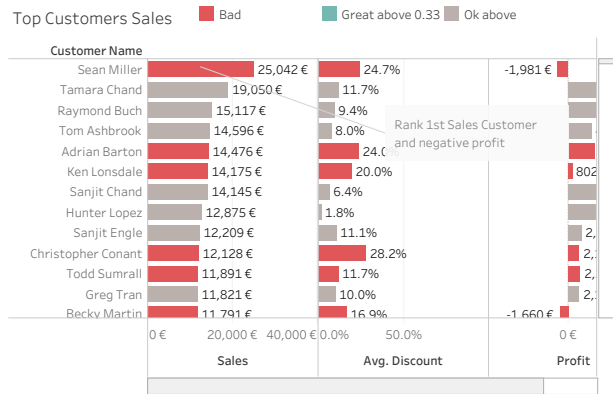
## Sales KPI analysis



Story 1

Profitability and sales Growth	KPIs Analysis	The surprising factor & Sales	Discount & Profit ratio correlation	Profit loss	Recommendations
--------------------------------	---------------	-------------------------------	-------------------------------------	-------------	-----------------

We would expect that our top Sales would lead to a great profit. But no! Something else is happenig. We need to see why

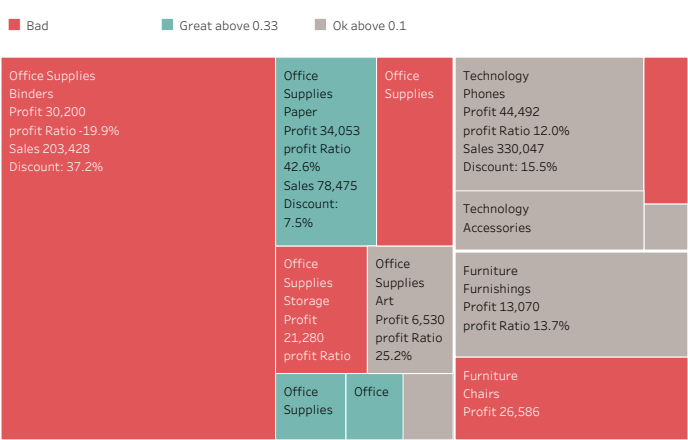
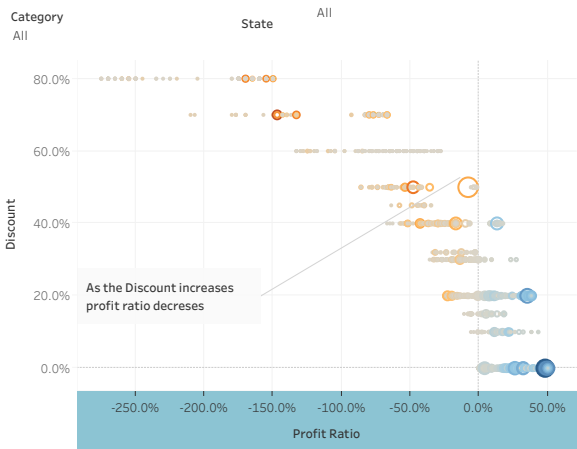


Phones	Technology	330,047 €	44,492 €	15.46%
Chairs	Furniture	328,454 €	26,586 €	17.02%
Storage	Office Supp..	223,862 €	21,280 €	7.47%
Tables	Furniture	206,968 €	-17,733 €	26
Binders	Office Supp..	203,428 €	30,200 €	
Machines	Technology	189,243 €	3,387 €	
Accessories	Technology	167,401 €	41,932 €	7.85%
Copiers	Technology	149,530 €	55,618 €	16.18%
Bookcases	Furniture	114,879 €	-3,479 €	21.11
Appliances	Office Supp..	107,538 €	18,132 €	16.65%
Furnishings	Furniture	91,705 €	13,070 €	13.83%
Paper	Office Supp..	76,175 €	21,222 €	27.86%
		Sales	Profit	Avg. Discount

Story 1

Profitability and sales Growth	KPIs Analysis	The surprising factor & Sales	Discount & Profit ratio correlation	Profit loss	Recommendations
--------------------------------	---------------	-------------------------------	-------------------------------------	-------------	-----------------

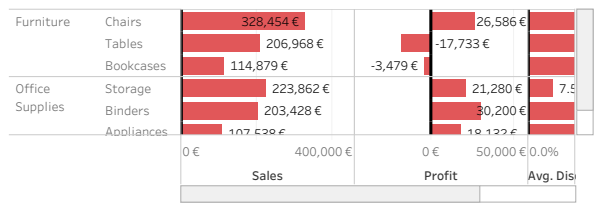
There is a correlation between discounts and profit ratio. Most Discounts higher than 17% see to lead to profit loss



Story 1

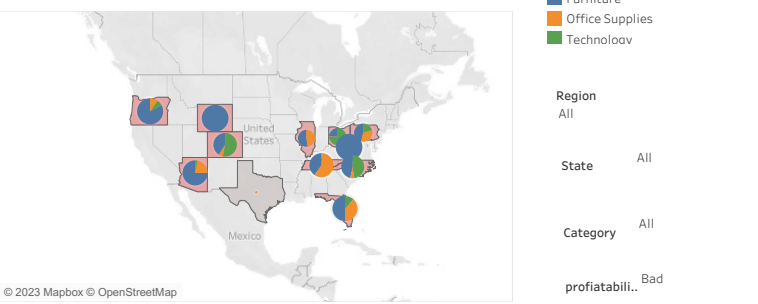
Profitability and sales Growth	KPIs Analysis	The surprising factor & Sales	Discount & Profit ratio correlation	Profit loss	Recommendations
--------------------------------	---------------	-------------------------------	-------------------------------------	-------------	-----------------

Non Profit KPI analysis



State	Category	Sales	Profit	Avg. Discount	Profit Ratio
Arizona	Furniture	13,527	-2,745	28.6%	
	Office Supplies	10,003	-796	33.8%	
Colorado	Furniture	13,240	-2,684	31.2%	
	Office Supplies	7,901	-373	34.6%	
	Technology	10,969	-3,470	24.3%	
Florida	Office Supplies	19,523	-1,681	34.6%	
Illinois	Office Supplies	19,908	-8,353	41.1%	
	Furniture	28,270	-9,076	46.8%	
North Carol...	Office Supplies	14,364	-426	31.5%	

Non Profitable States



We see in more detail the profit loss Geografically per category. Although Sales KPIs are mostly above the target, there is big profit loss. Binders get a discount 37.2% the sales got high, but the profit ratio is bad

Story 1

Profitability and sales Growth	KPIs Analysis	The surprising factor & Sales	Discount & Profit ratio correlation	Profit loss	Recommendations
--------------------------------	---------------	-------------------------------	-------------------------------------	-------------	-----------------



- 1. Do not provide Discount items more than 16%
- 2. Change discount policy such that the weighted value of discounted items is not more than 16% of the ocerall sale.
- 3. Carefully monitor the Central Region particularly Illinois and Texas for customers that seem to abusing system.
- 4. Concentrate on major loss prducts specially office supply