



# Offuture - Descriptive Analysis

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# Agenda:

1. General Business Health
2. Category Insights
3. Product Insights
4. Summary



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## General Business Health:

- Overall Sales
- Overall Profit
- Business Growth

# Overall Sales



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SMA Sales With Raw Sales

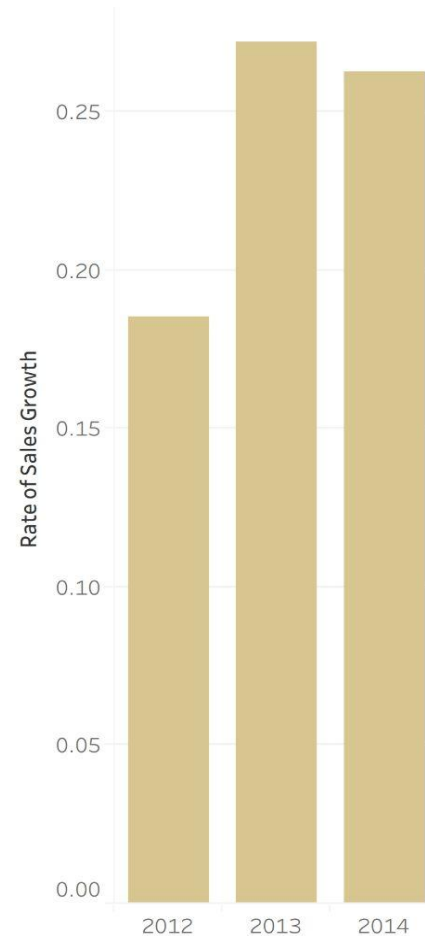


# Rate of Growth of Sales

2012: Rate of Growth = 18.5%

2013: Rate of Growth = 27.2%

2014: Rate of Growth = 26.3%

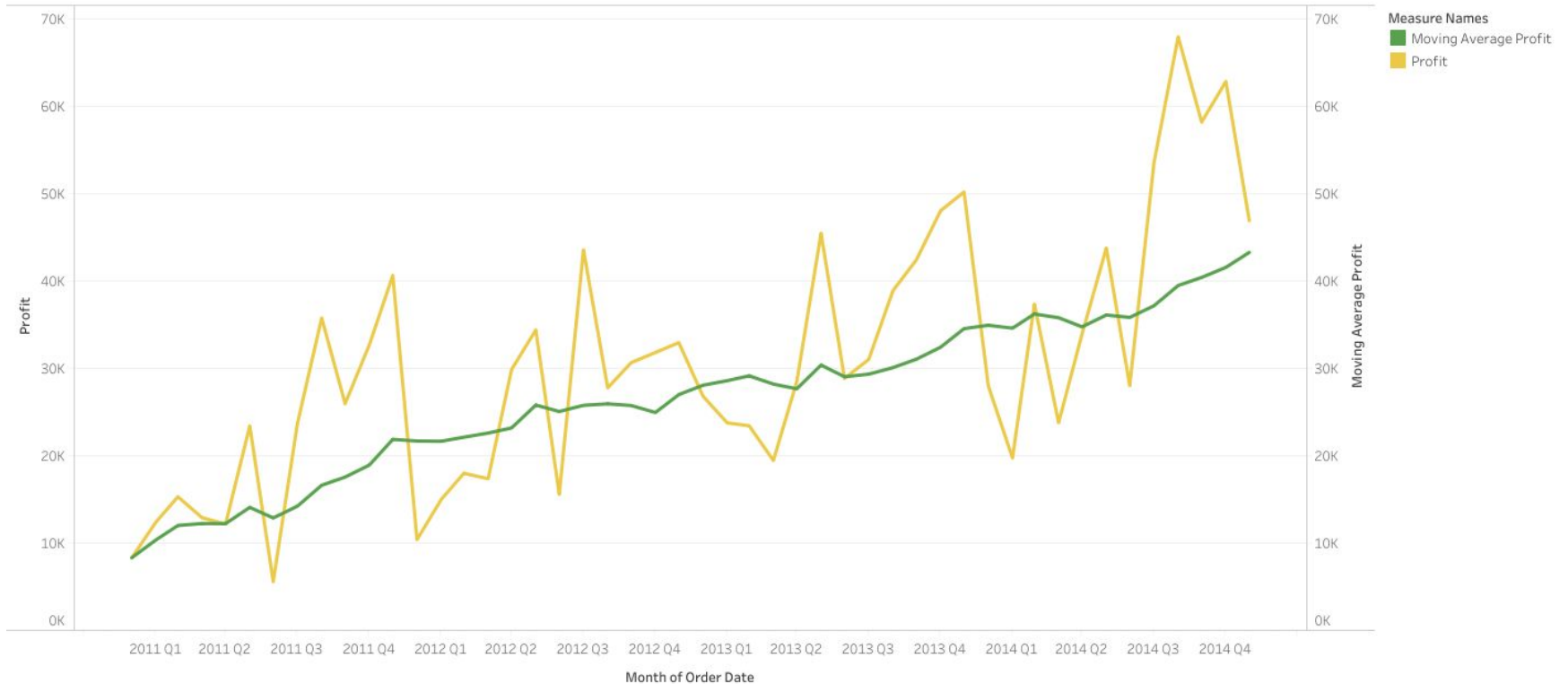


# Overall Profit



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SMA Profit With Raw Profit

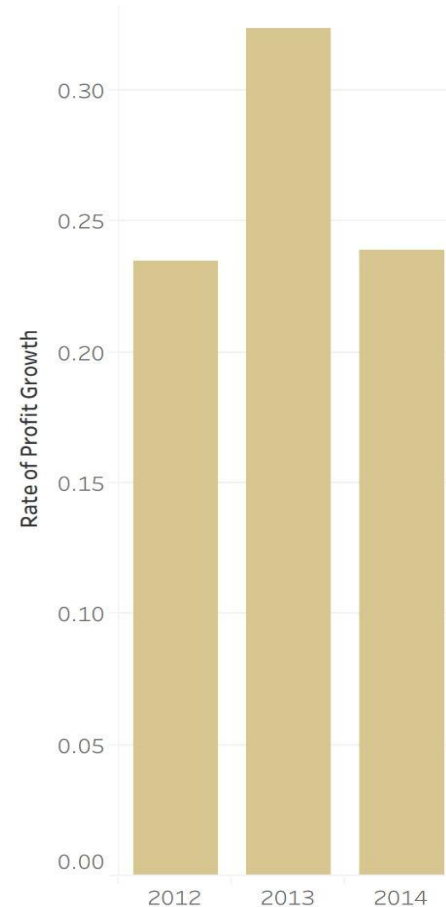


# Rate of Growth of Profit

2012: Rate of Growth = 23.5%

2013: Rate of Growth = 32.4%

2014: Rate of Growth = 23.9%



# Product and Category Insights

- Profitability within Categories
- Profitability within Subcategories
- Profitability within Products



# Profitability within Category

Table of Category Profit Per Year

Category	2011	2012	2013	2014
Technology	109,247	145,977	173,627	234,928
Office Supplies	85,997	103,306	149,246	179,926
Furniture	53,697	58,133	84,063	89,312

# Profitability within Sub-Category:

Category	Sub Catego..	Order Date				Profit
		2011	2012	2013	2014	
Furniture	Bookcases	27,519	28,137	43,049	63,219	-30,546 104,049
	Chairs	29,943	28,755	40,449	41,248	
	Furnishings	7,310	9,662	14,605	15,391	
	Tables	-11,075	-8,422	-14,040	-30,546	
Office Supplies	Appliances	22,838	24,316	41,486	53,041	
	Art	10,399	11,841	15,630	20,084	
	Binders	11,447	17,123	21,524	22,356	
	Envelopes	5,066	6,603	9,572	8,360	
	Fasteners	1,937	3,004	2,912	3,672	
	Labels	3,119	3,230	3,607	5,055	
	Paper	10,665	10,687	16,880	20,976	
	Storage	15,944	21,489	32,011	39,017	
	Supplies	4,580	5,012	5,625	7,365	
Technology	Accessories	15,720	33,507	38,805	41,594	
	Copiers	30,375	51,843	72,301	104,049	
	Machines	9,225	15,404	15,612	18,628	
	Phones	53,927	45,223	46,909	70,658	



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## Most Profitable Products

product_name	max_profit
Canon imageCLASS 2200 Advanced Copier	25199.92
Hoover Stove, Red	10345.59
Nokia Smart Phone, Full Size	8121.48
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	7753.04
Hewlett Packard LaserJet 3310 Copier	6983.88
Office Star Executive Leather Armchair, Black	6123.26
Nokia Smart Phone, with Caller ID	5455.95
Hamilton Beach Stove, Silver	5452.46
Samsung Smart Phone, VoIP	5356.81
SAFCO Executive Leather Armchair, Black	5003.10



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## Least Profitable Products

product_name	max_profit
Cubify CubeX 3D Printer Double Head Print	-8879.97
Hoover Stove, White	-4958.16
Lexmark MX611dhe Monochrome Laser Printer	-4589.97
Apple Smart Phone, Full Size	-4574.64
Motorola Smart Phone, Cordless	-3998.68
Cubify CubeX 3D Printer Triple Head Print	-3839.99
Office Star Executive Leather Armchair, Black	-3066.78
Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	-2876.12
Lesro Computer Table, Fully Assembled	-2798.49
Hon Conference Table, Rectangular	-2619.31

## Further Product insights

- **-92,117**, from 114 tables.
- **-23,029**, on average over 4 years.
- In 2014, without these tables, growth would have been in line with the previous years' growth rate.
- Tables were the single biggest cause of loss of profit in 2014.
- All other sub-categories are showing healthy growth year-over-year.

## Summary

- Healthy growth of sales and profits year-on-year
- Most products are seeing profit growth
- Stagnation present in 2014 - rate of growth decreased
- Change of inventory within tables would drastically improve profitability and growth

# Thank you for listening

Questions will now be taken from the audience

