

Office Supply Dataset Analysis

SEPT. 2013 -DEC. 2014.

121.2...

Sum of Revenue

1.13M

Sum of Units Sold

5

Count of Segment

6

Count of Product

727.7...

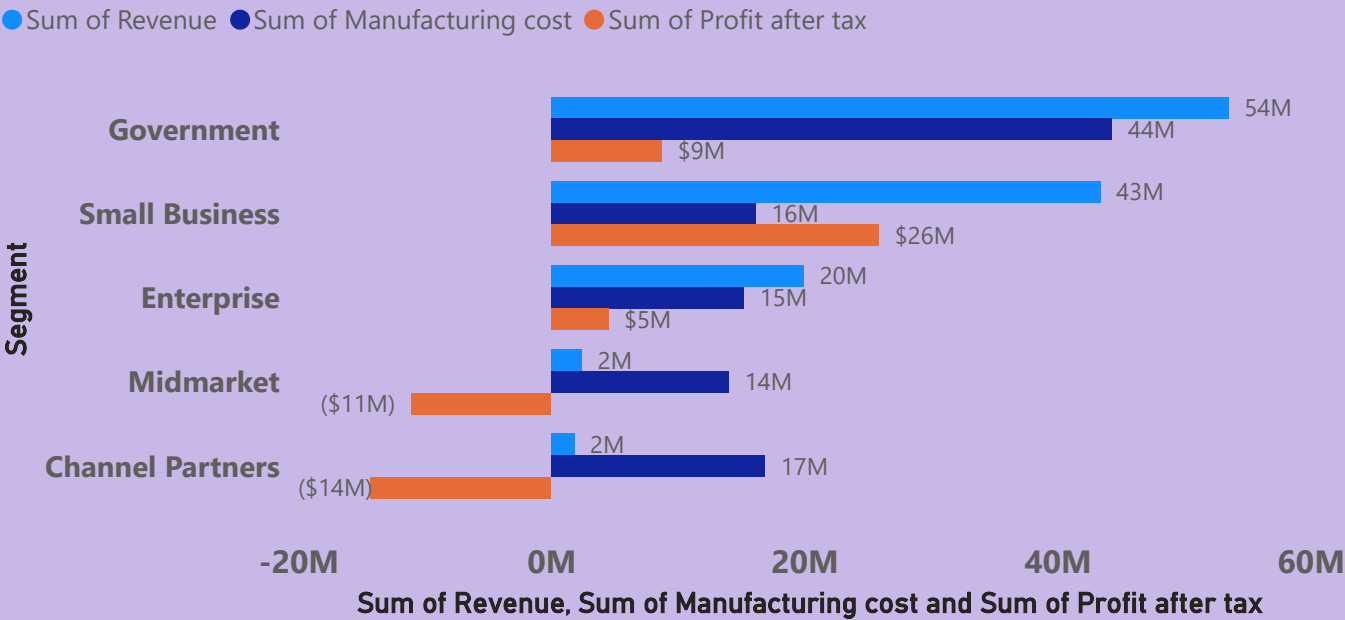
Sum of Tax

13.83M

Sum of Average Profit

REPORT OVERVIEW FOR SEGMENT.

Sum of Revenue, Sum of Manufacturing cost and Sum of Profit after tax by Segment

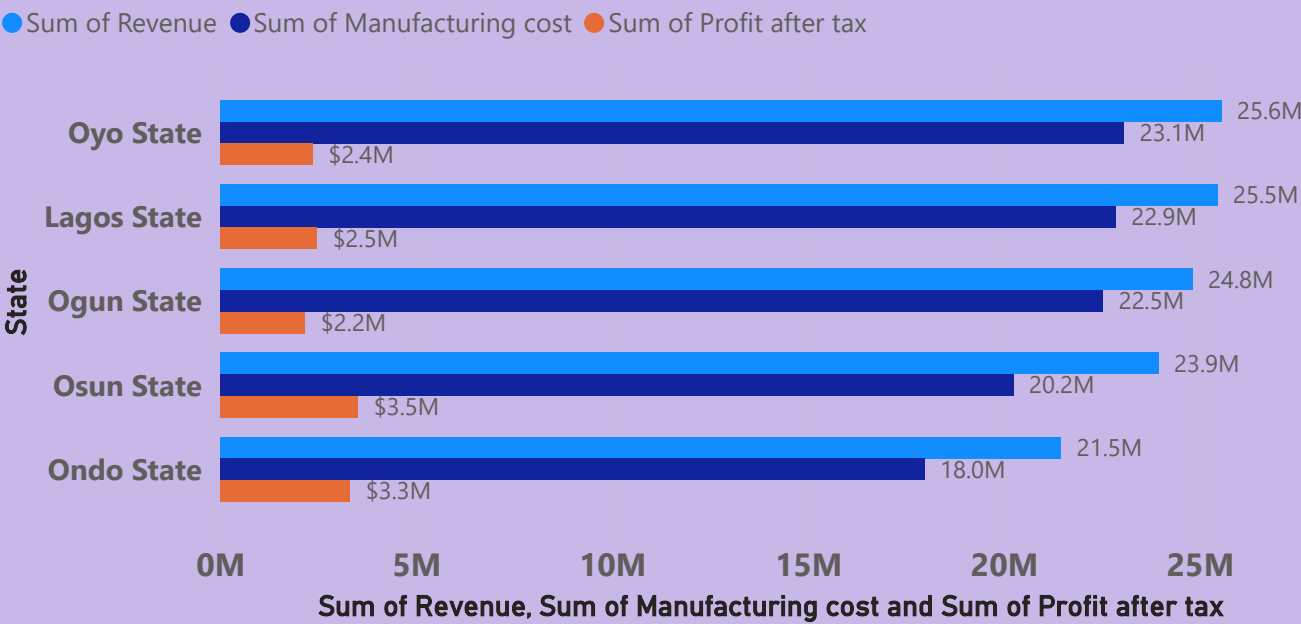


Sum of Product, Manufacturing cost and Profit after tax by Segment

Segment	Sum of Revenue	Sum of Manufacturing cost	Sum of Profit af
Government	53,541,263.80	44331819.50	\$8,748,972.00
Small Business	43,428,801.00	16154712.50	\$25,000,000.00
Enterprise	19,983,519.38	15240688.00	\$4,500,000.00
Midmarket	2,430,869.18	14044975.00	(\$11,033,400.00)
Channel Partners	1,833,890.46	16890318.00	(\$14,000,000.00)
Total	121,218,343.81	106662513.00	\$13,828,039.26

REPORT OVERVIEW FOR STATE.

Sum of Revenue, Sum of Manufacturing cost and Sum of Profit after tax by State

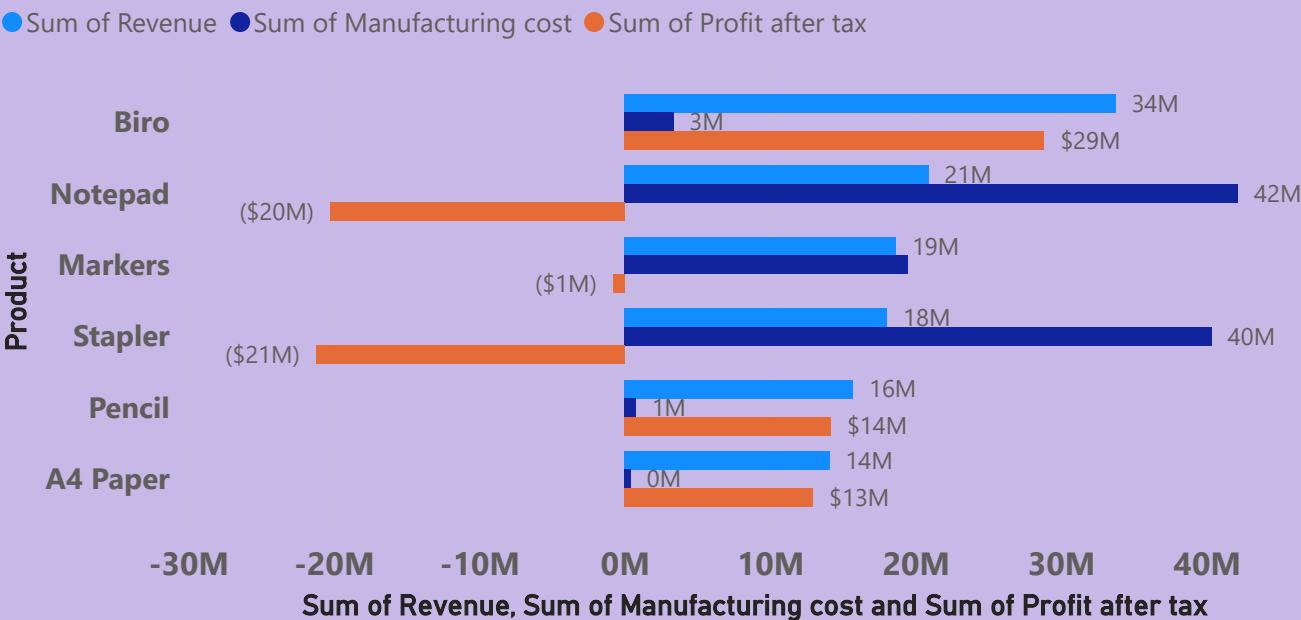


Sum of Product, Manufacturing cost and Profit after tax by State

State	Sum of Revenue	Sum of Manufacturing cost	Sum of Profit after tax
Oyo State	25,551,372.24	23068571.50	\$2,358,660.69
Lagos State	25,450,262.47	22851894.50	\$2,468,449.57
Ogun State	24,810,990.81	22528183.00	\$2,168,667.41
Osun State	23,945,663.26	20240592.00	\$3,519,817.69
Ondo State	21,460,055.03	17973272.00	\$3,312,443.87
Total	121,218,343.81	106662513.00	\$13,828,039.26

REPORT OVERVIEW FOR PRODUCT.

Sum of Revenue, Sum of Manufacturing cost and Sum of Profit after tax by Product



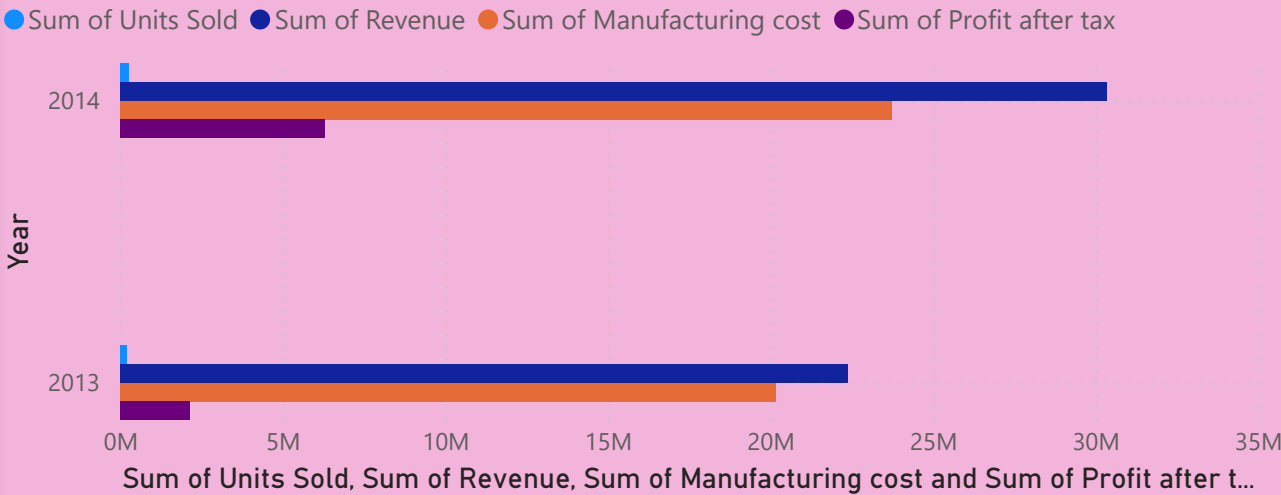
Sum of Product, Manufacturing cost and Profit after tax by product

Product	Sum of Revenue	Sum of Manufacturing cost	Sum of Profit after tax
Biro	33,765,351.45	3382395.00	\$28,863,808.62
Notepad	20,906,450.15	42195750.00	(\$20,224,834.85)
Markers	18,668,295.41	19490940.00	(\$781,512.36)
Stapler	18,068,411.42	40381900.00	(\$21,197,814.10)
Pencil	15,715,672.58	770990.00	\$14,197,448.50
A4 Paper	14,094,162.80	440538.00	\$12,970,943.80
Total	121,218,343.81	106662513.00	\$13,828,039.26

2013 Q4 & 2014 Q4 COMPARISON.

Year	Quarter	Sum of Units Sold	Sum of Revenue	Sum of Manufacturing cost	Sum of Profit after tax
2013	Qtr 4	214,073.00	22,388,809.66	20152197.00	\$2,124,782.027000001
2014	Qtr 4	263,468.00	30,345,870.91	23740272.00	\$6,275,318.964499999
Total		477,541.00	52,734,680.57	43892469.00	\$8,400,100.9915

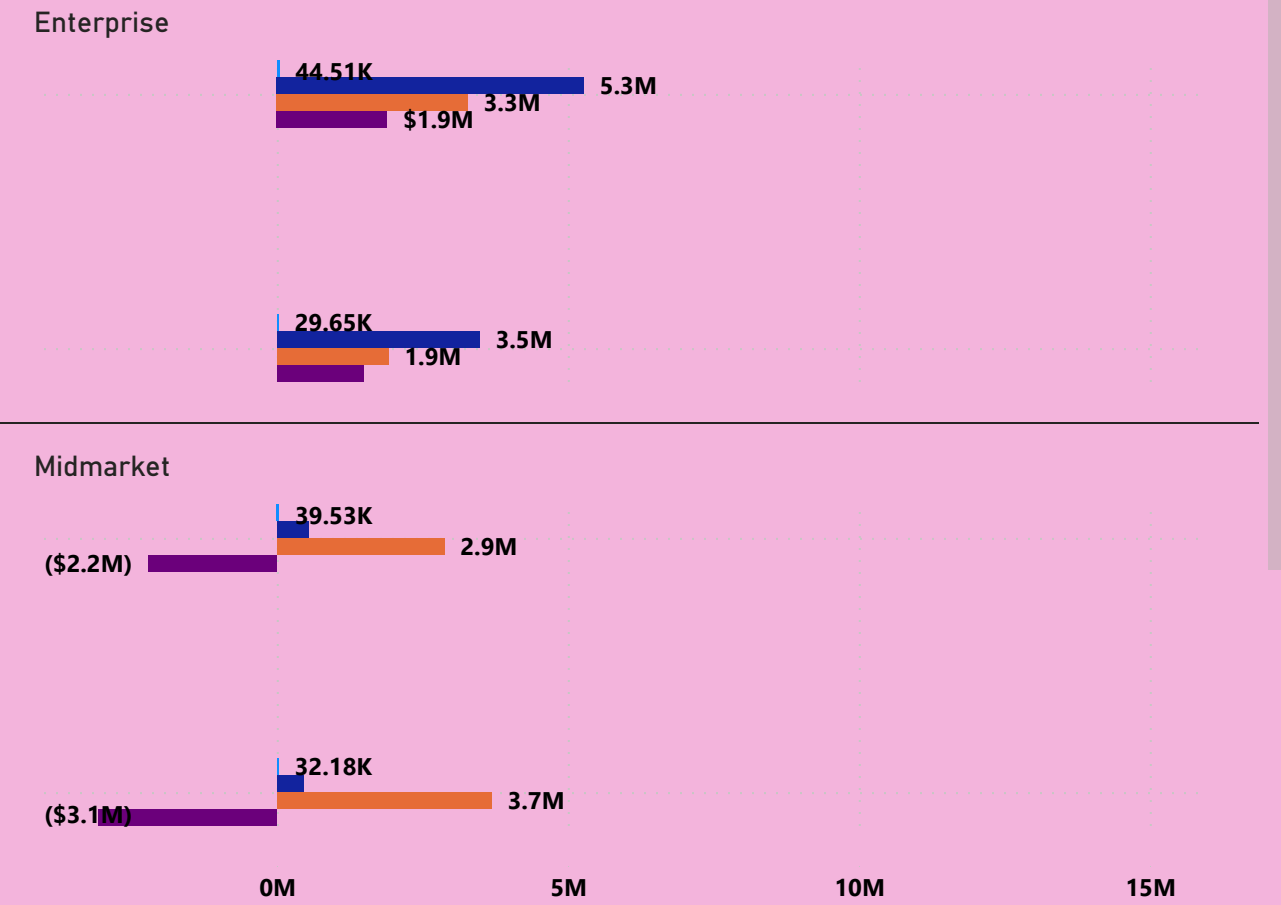
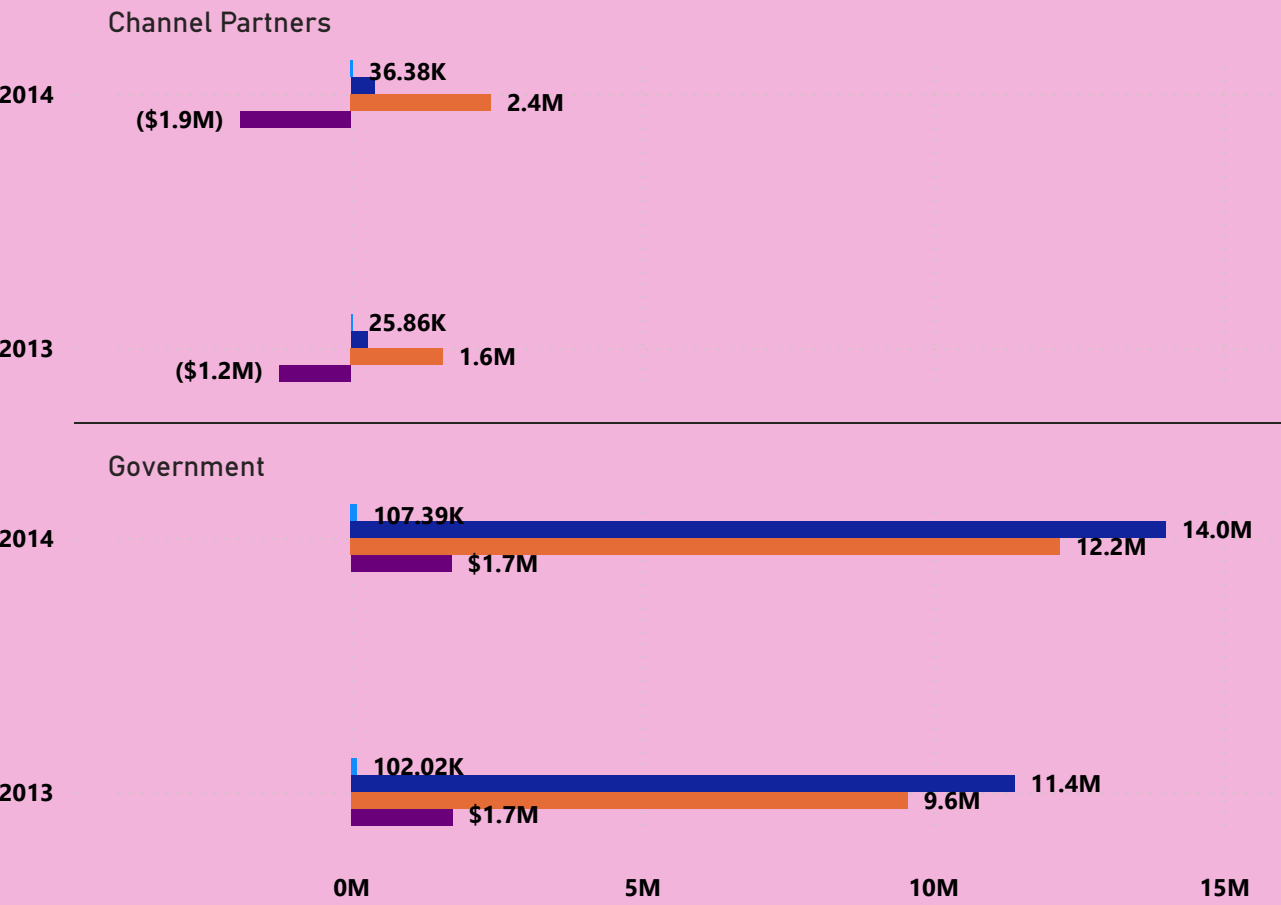
Sum of Units Sold, Sum of Revenue, Sum of Manufacturing cost and Sum of Profit after tax by Year



COMPARISON OF 2013 Q4 AND 2014 Q4 BY SEGMENT.

Sum of Units Sold, Sum of Revenue, Sum of Manufacturing cost and Sum of Profit after tax by Year and Segment

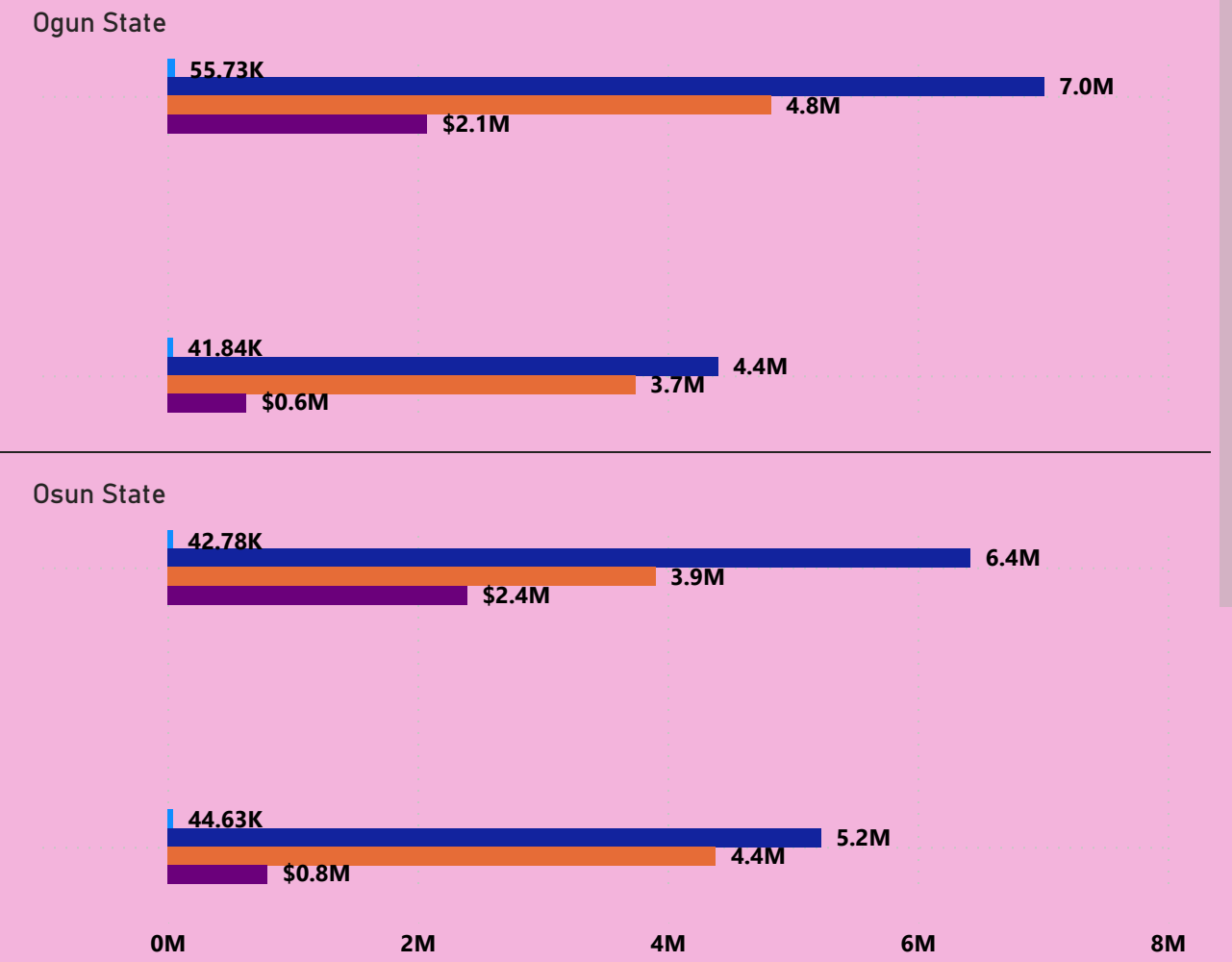
Sum of Units SoldSum of RevenueSum of Manufacturing costSum of Profit after tax



COMPARISON OF 2013 Q4 AND 2014 Q4 BY STATE.

Sum of Units Sold, Sum of Revenue, Sum of Manufacturing cost and Sum of Profit after tax by Year and State

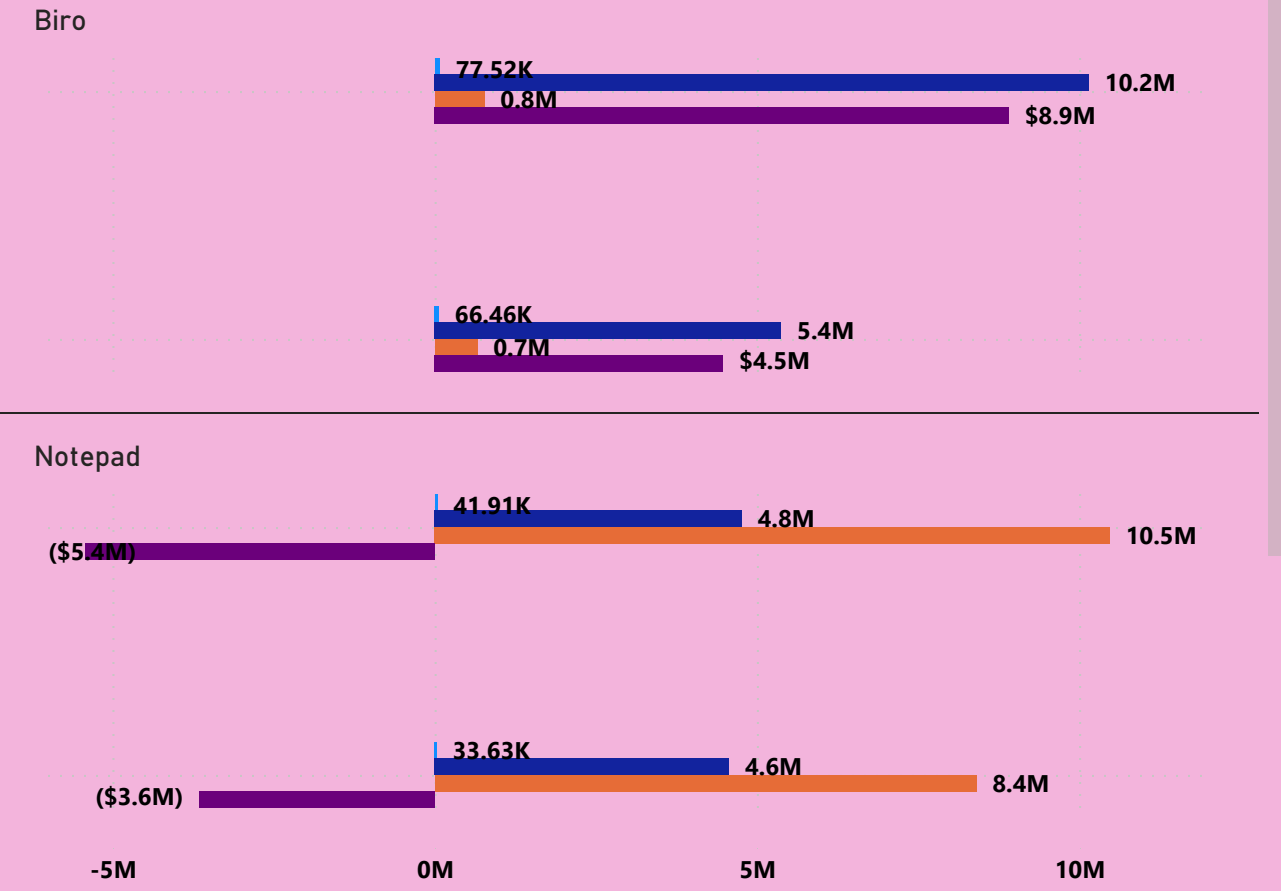
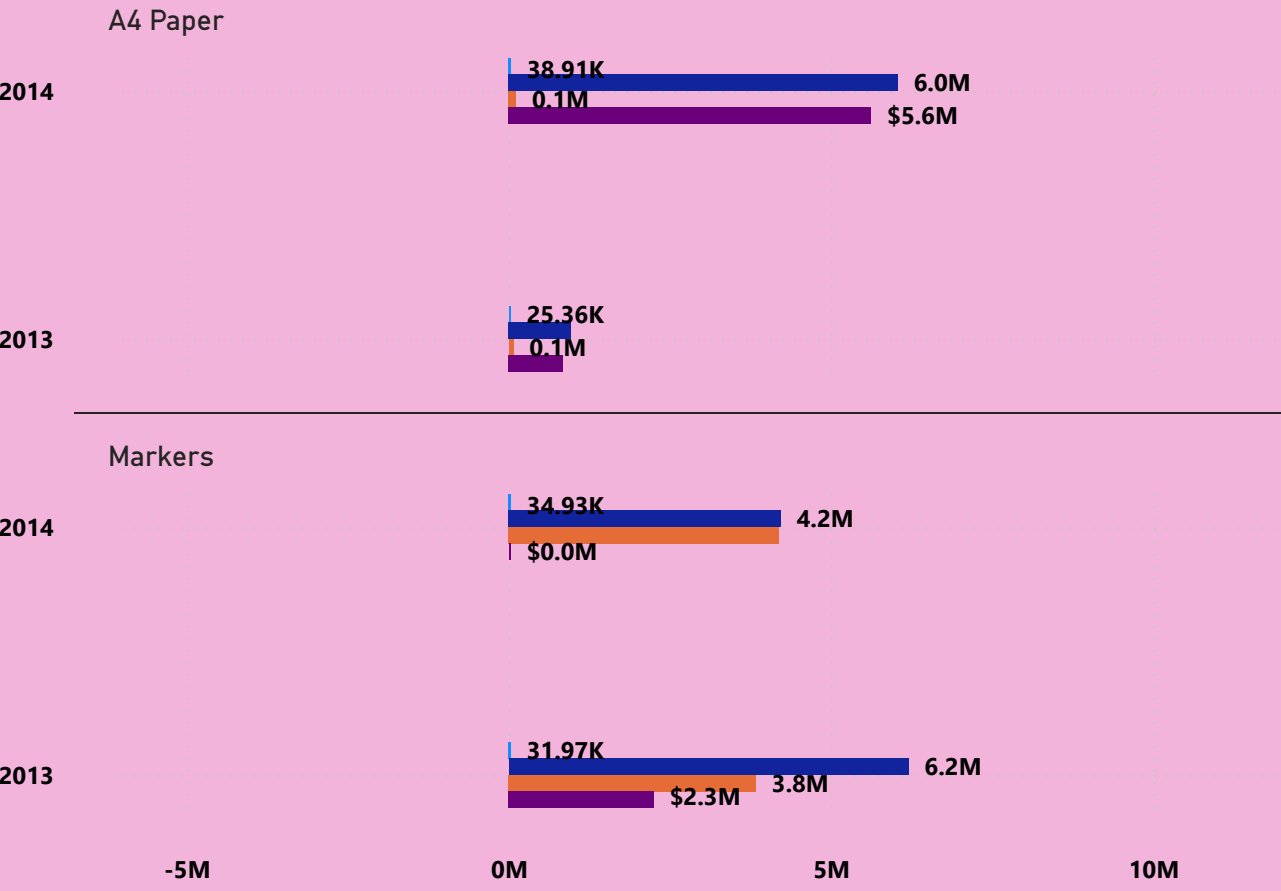
Sum of Units SoldSum of RevenueSum of Manufacturing costSum of Profit after tax



COMPARISON OF 2013 Q4 AND 2014 Q4 BY PRODUCT.

Sum of Units Sold, Sum of Revenue, Sum of Manufacturing cost and Sum of Profit after tax by Year and Product

Sum of Units SoldSum of RevenueSum of Manufacturing costSum of Profit after tax



SALES TREND ANALYSIS.

Product

☐

A4 Paper

☐

Biro

☐

Markers

☐

Notepad

☒

Pencil

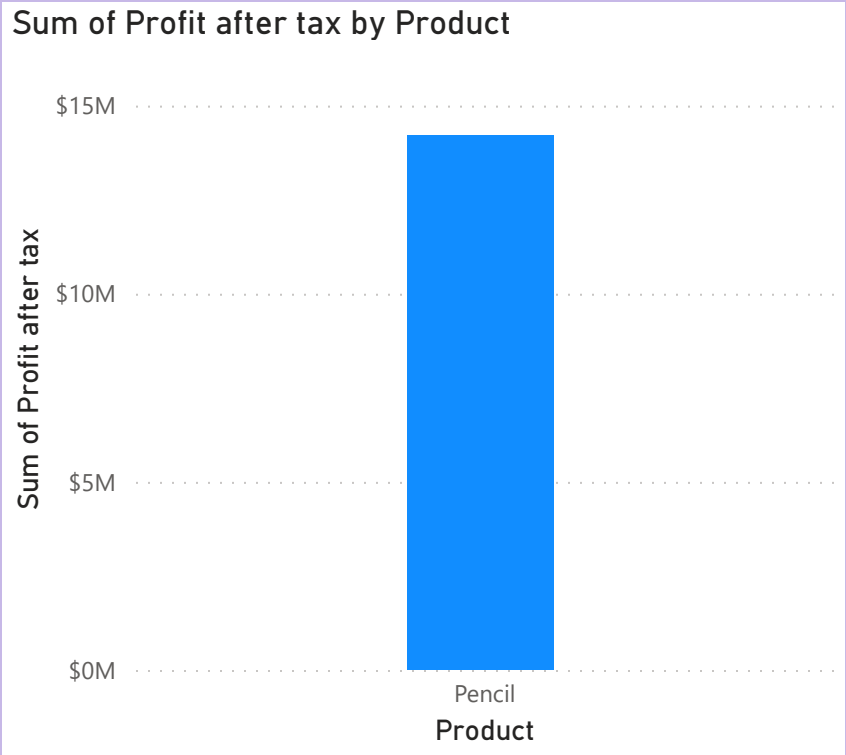
☐

Stapler

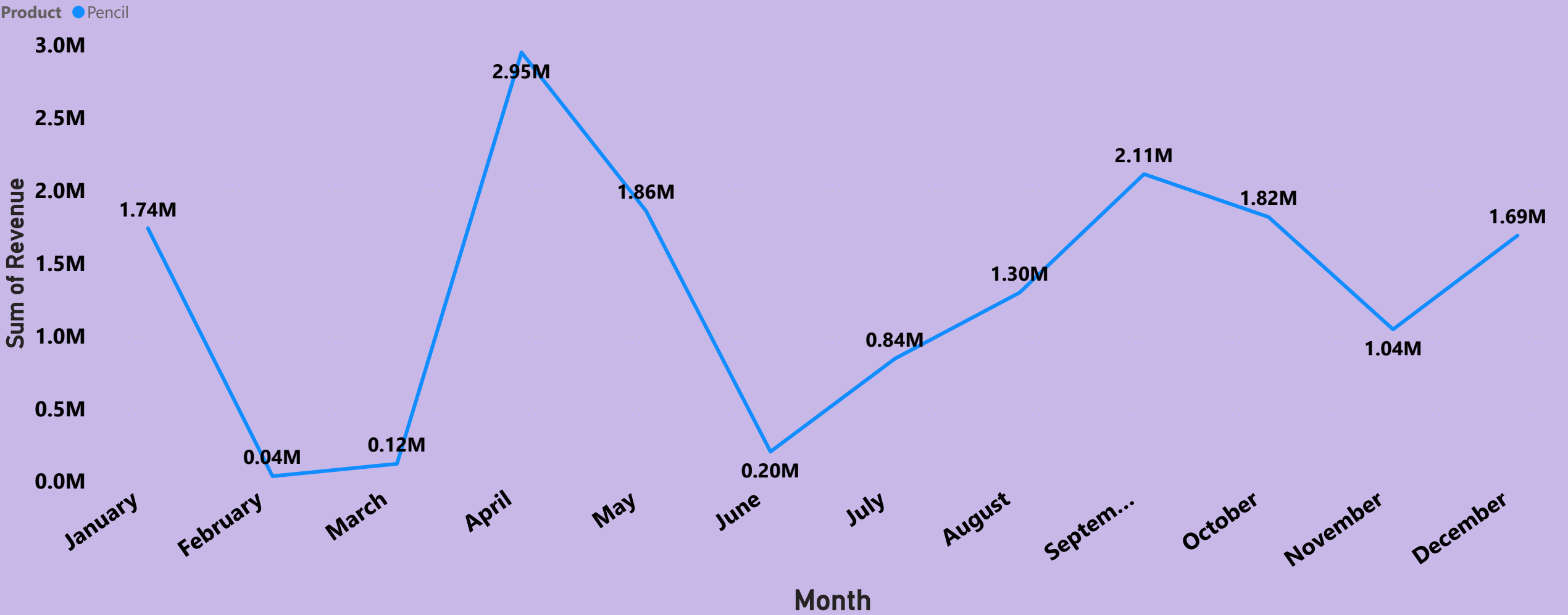
Date

9/1/2013

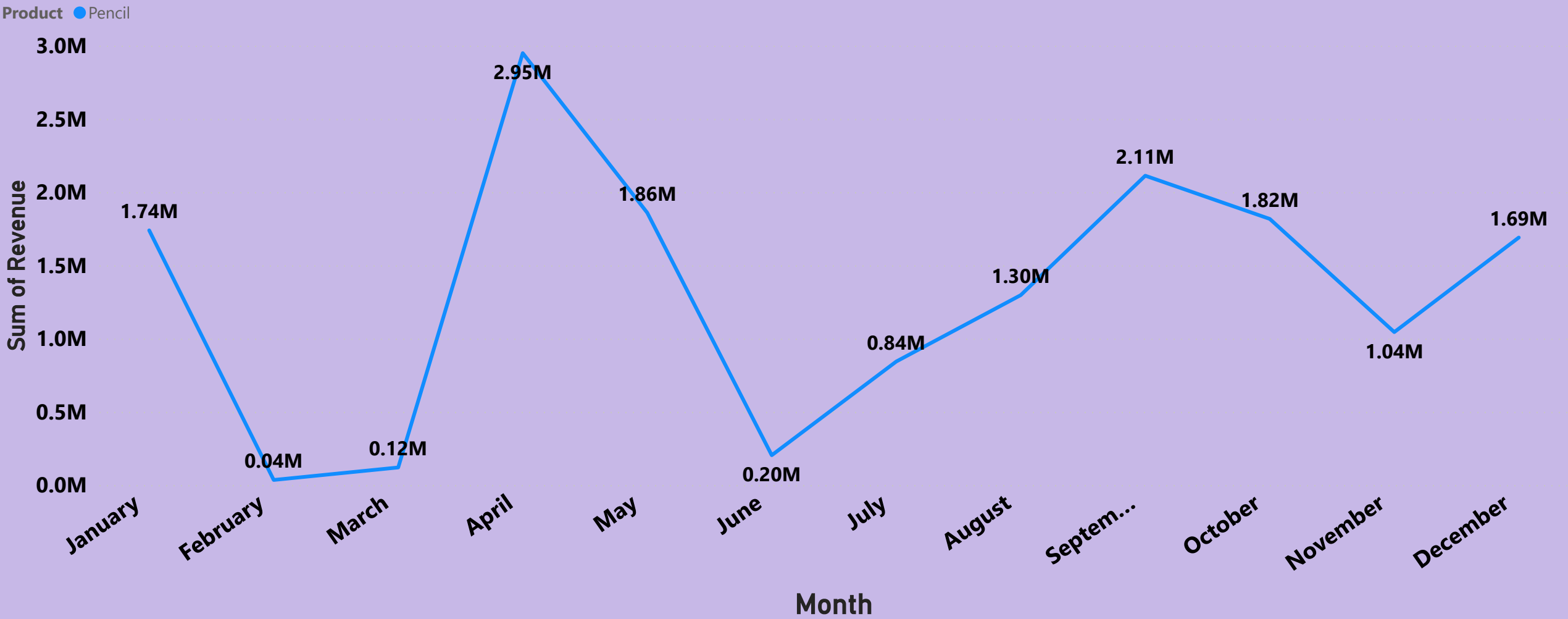
12/1/2014



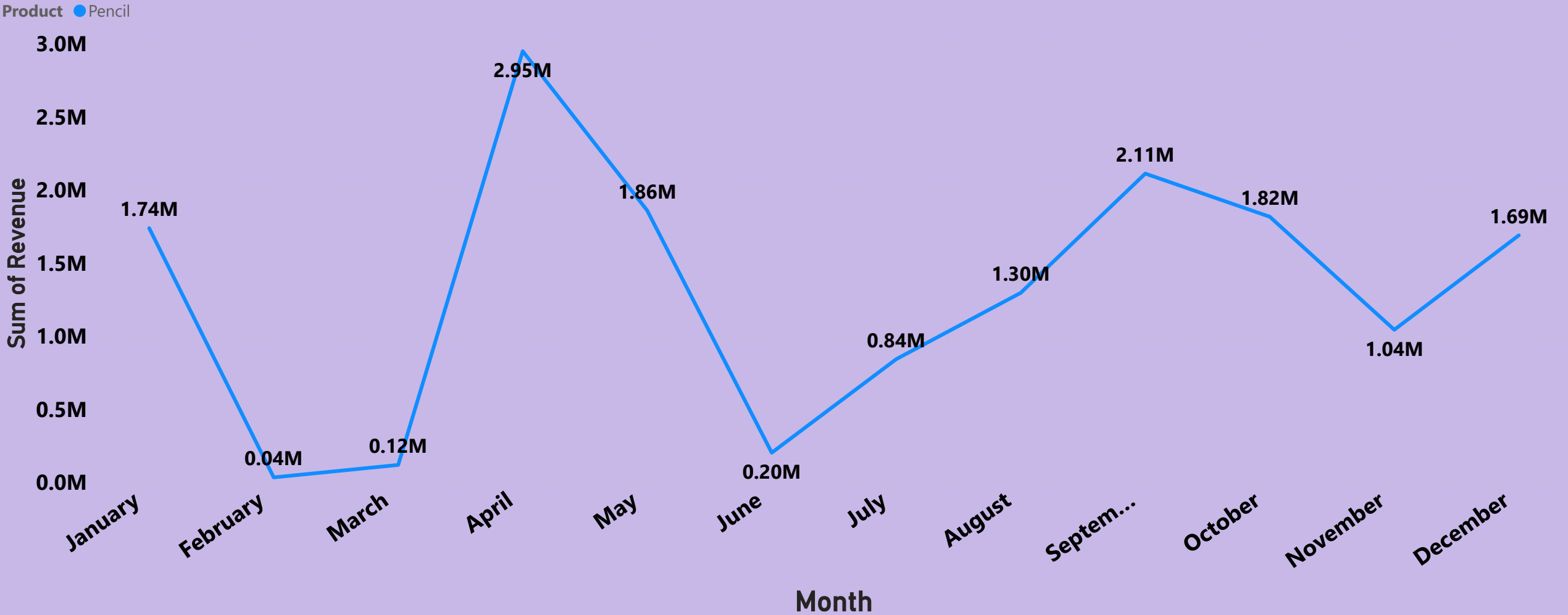
Sum of Revenue by Month and Product



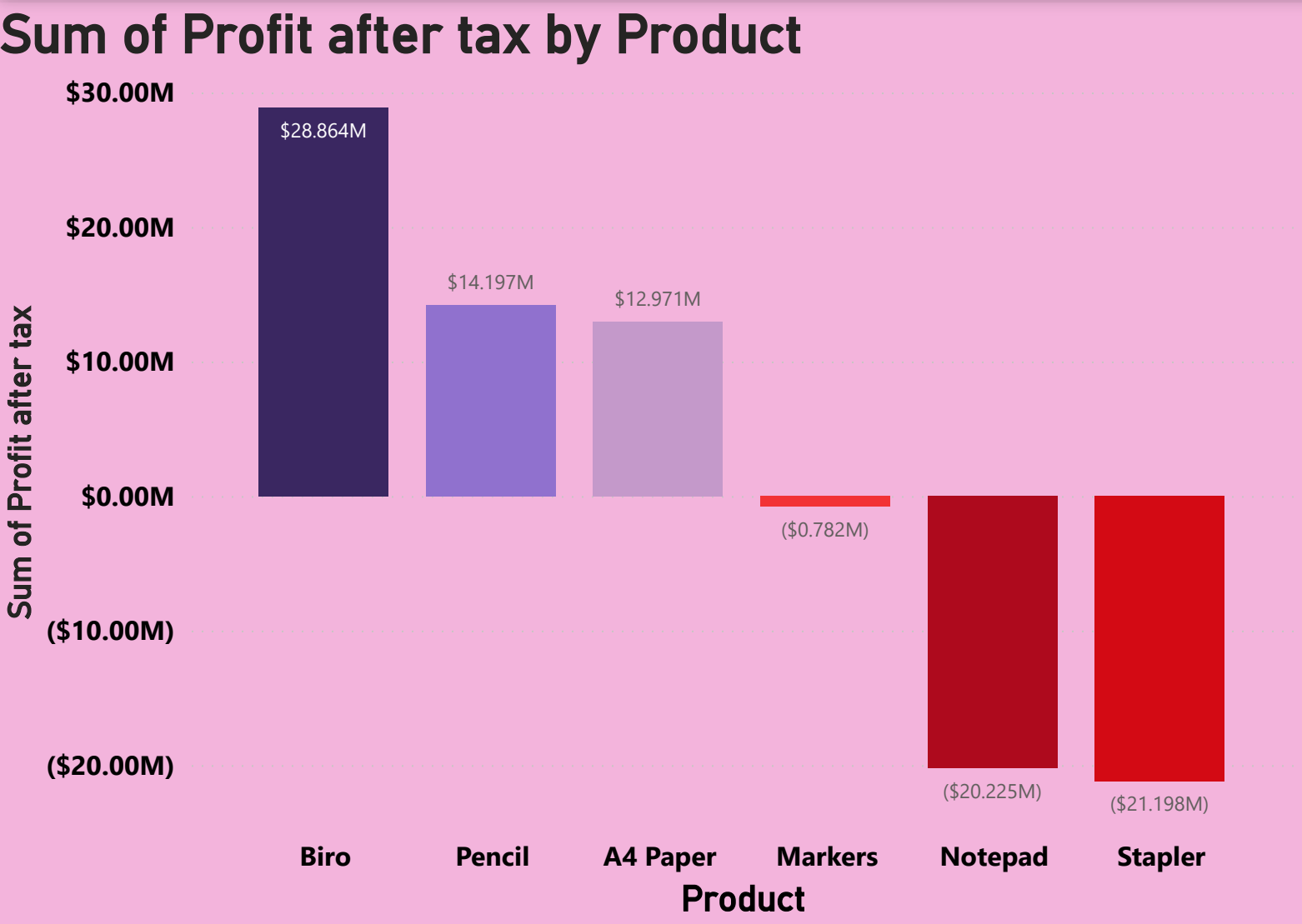
Sum of Revenue by Month and Product



Sum of Revenue by Month and Product



5- What key products are the drivers of performance?



According to the graph above, the key products that drives the performance of the company are **BIRO, PENCIL AND A4 PAPER**. **BIRO** generated a profit of approximately **\$28.864M** after **tax** was deducted and **PENCIL** generated a profit of approximtely **\$14.197M** after **tax** was deducted.

6- If we would like to discontinue any product sub due to poor outcomes, what would this be?

According to the chart above, If we would like to discontinue any product due to poor outcomes then it would be the **STAPLER** and **NOTEPAD**. **STAPLER** incurred a loss of approximately **\$21.198M** after tax was deducted. **Also, NOTEPAD** incurred a loss of approximately **\$20.225M** after tax was deducted.

7- What product do we pay the highest tax on?

Sum of Tax by Product

Product	Sum of Tax
Biro	1519147.82
Pencil	747234.13
A4 Paper	682681.24
Markers	-41132.23
Notepad	-1064464.99
Stapler	-1115674.43
Total	727791.54

Sum of Tax by Product and State

Product	Sum of Tax	State
Biro	361882.70	Ondo State
Biro	348091.69	Lagos State
Biro	320782.55	Oyo State
Biro	249294.46	Ogun State
Biro	239096.42	Osun State
Pencil	175695.89	Osun State
Pencil	175661.32	Oyo State
Pencil	172955.14	Ogun State
A4 Paper	169167.92	Ogun State
A4 Paper	152521.73	Osun State
A4 Paper	142843.23	Ondo State
Pencil	133581.78	Oyo State
Total	727791.54	

Sum of Tax by Product and Segment

Product	Sum of Tax	Segment
Biro	690404.29	Government
Biro	566276.55	Small Business
Pencil	335468.15	Small Business
A4 Paper	300149.48	Government
Pencil	267243.59	Government
Biro	245870.69	Enterprise
A4 Paper	198387.30	Small Business
Markers	187043.63	Small Business
A4 Paper	160079.10	Enterprise
Pencil	127397.06	Enterprise
Total	1843465.97	

- a- According to the table above, the highest Tax paid was on **BIRO**, and it is approximately **\$1,519,147**.
- b- In reference to the table above, the product with the highest tax paid for all the states is **BIRO**. Approximately **\$361882** for **ONDO** state, **\$348091** for **LAGOS** state, **\$320782** for **OYO** state, **\$249294** for **OGUN** state and **\$239096** for **OSUN** state.
- c- According to the table above, the highest Tax paid for **GOVERNMENT** segment was on **BIRO** with approximately **\$690404**, the highest Tax paid for **SMALL BUSINESS** segment was on **BIRO** with approximately **\$566277**, the highest Tax paid for **ENTERPRISE** segment was on **BIRO** with approximately **\$245871**, the highest Tax paid for **MID MARKET** segment was on **BIRO** with approximately **\$13882**, the highest Tax paid for **CHANNEL PARTNERS** segment was on **A4 PAPER** with approximately **\$10576**.