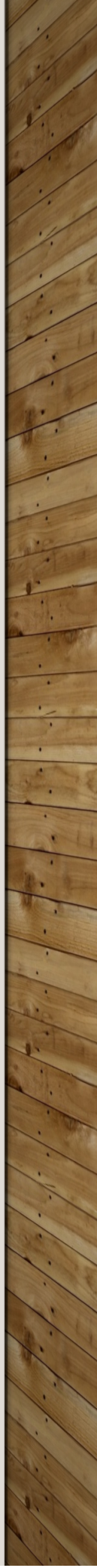


DOWNTIME OFFICE SUPPLY SALES

AFIF MAZHAR



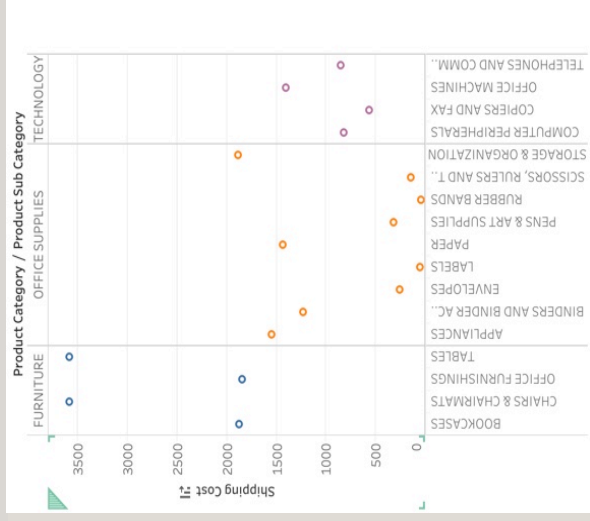
HIGHLIGHTS

- Shipping Costs
- Average Sales/Discount
- Top 10 Customers
- Product Base Margin
- Profits/Sales per Quarter



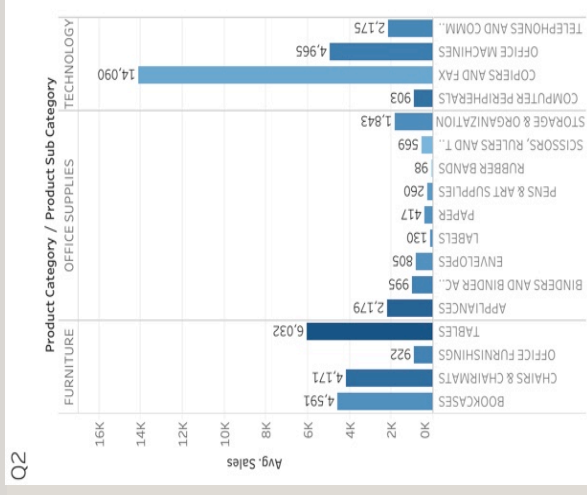
SHIPPING COSTS

- Tables & Chairs are the highest shipping costs
- Circles indicate position (shipping cost and item category)
- Color indicates Product Category
- Tables and Chairs are most likely most purchased



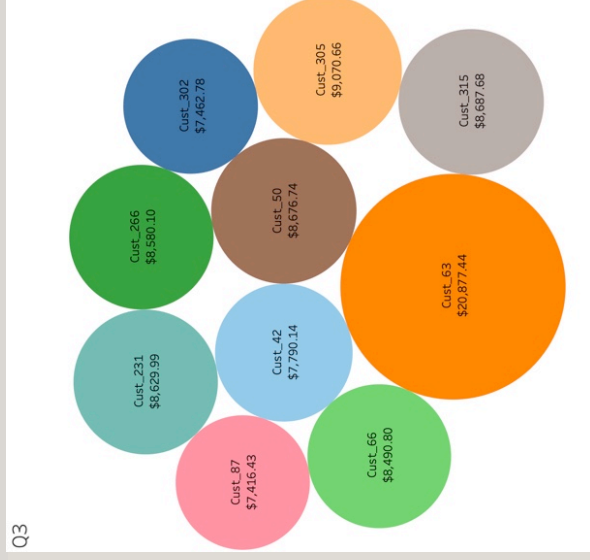
AVERAGE SALES/DISCOUNT

- Copiers and Fax is the highest selling item on average
- Color indicates amount of discount
- Less stock needed for rubber bands/labels/art supplies
- More stock needed for copiers and fax



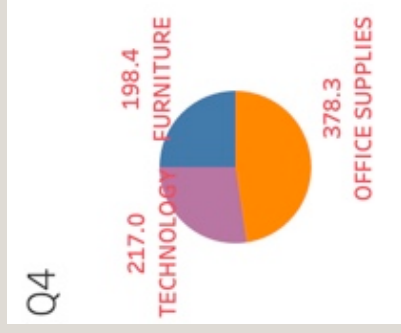
TOP 10 CUSTOMERS

- Customers that bought the most during a year span (2018)
- Loyal customers purchase more
- Initiative to start a loyalty program to generate more revenue



PRODUCT BASE MARGIN

- Each category has a specific product base margin



PROFIT/SALES BY QUARTER

- Quarter-based sales
- Color distinguishes product category
- Two different lines indicate profit vs sales

