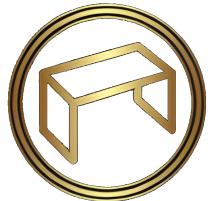




# OFFUTURE

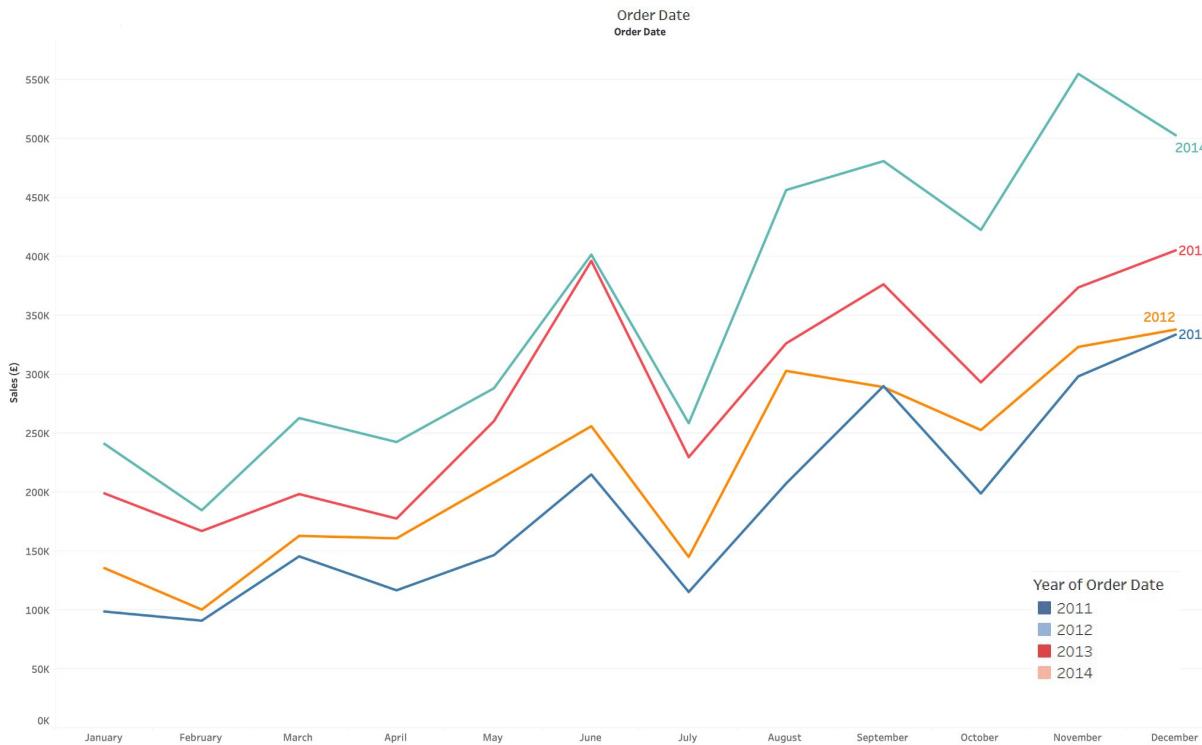
THE FUTURE OF OFFICE SUPPLIES



## Key points

- Identify Seasonality: Analyse monthly and quarterly sales trends to **uncover seasonal patterns**
- Assess Consumer interest - Evaluate which countries demonstrate the **strongest interest** in Offfuture products
- Measure Product performance - Determine the **best- and worst-**performing products
- Evaluate Discount Impact - Understand how discounts have **influenced overall profit**

# Monthly Sales Trends by Year

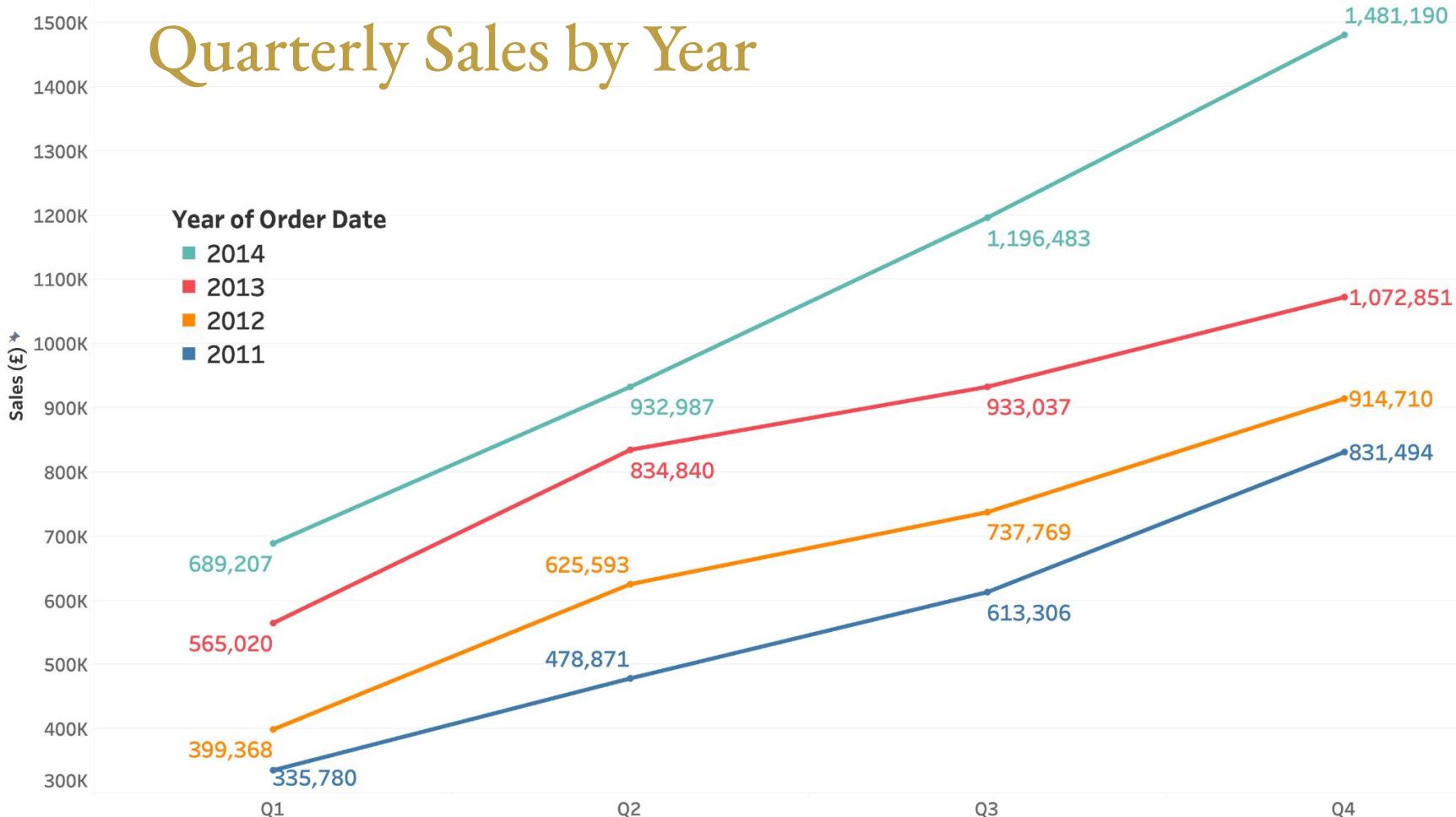


Consistent growth: Sales increased year-on-year, with 2014 reaching **peak levels**

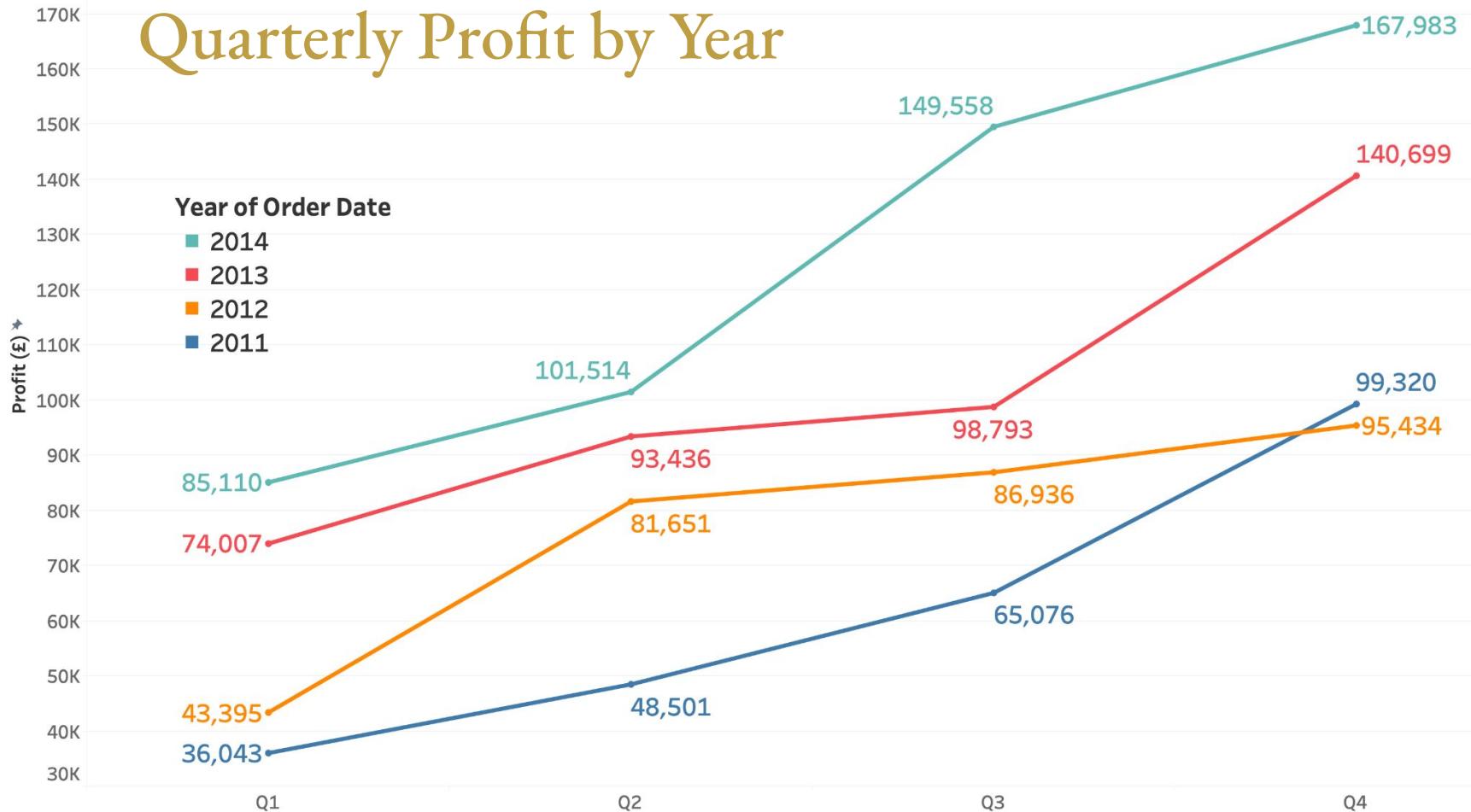
Seasonal Pattern: Dip each January and July, recovery in August, **strong year-end** performance - investigating seasonal factors

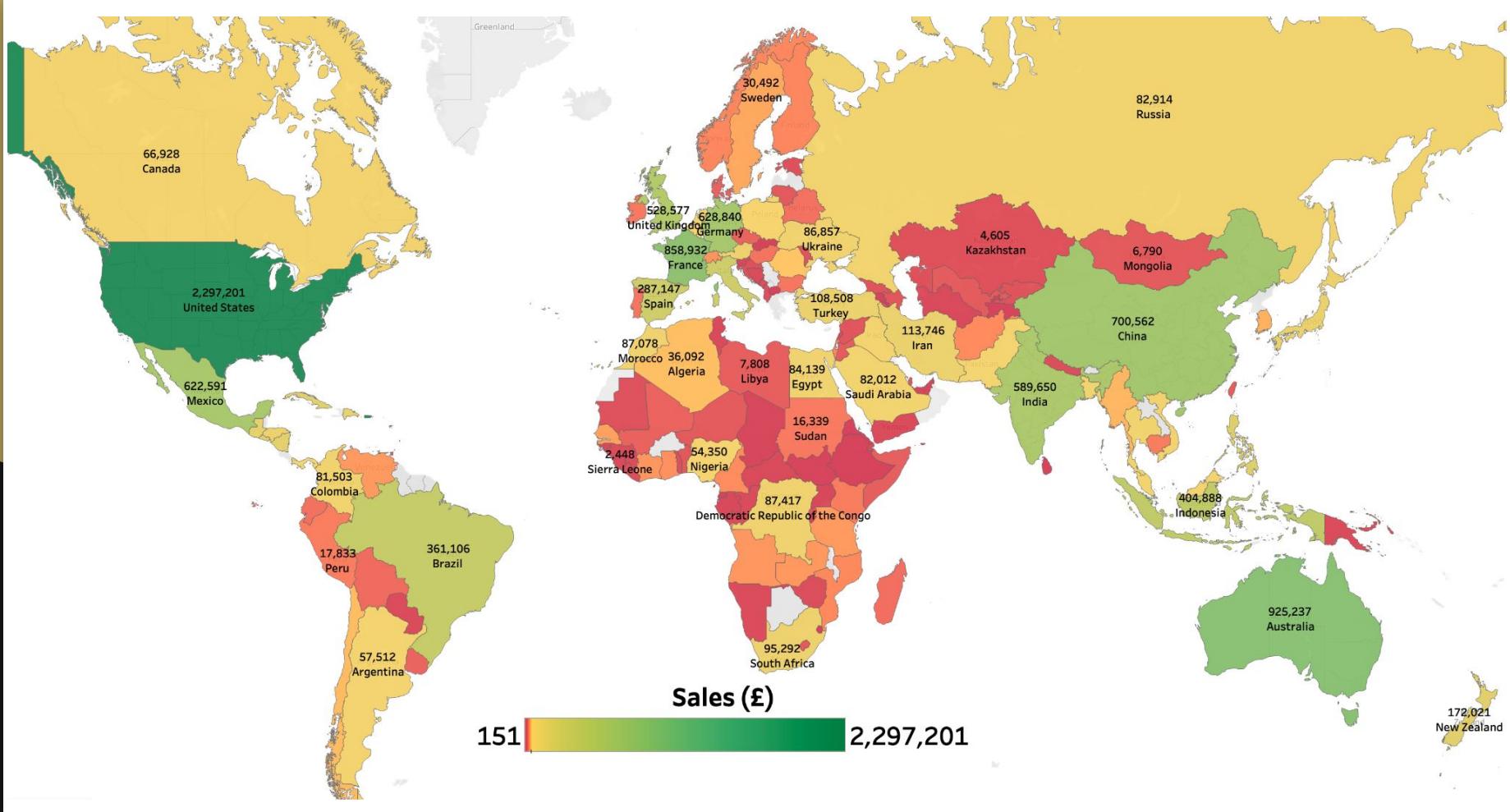
Opportunity: Explore strategies to **reduce or offset** January and July downturn

# Quarterly Sales by Year

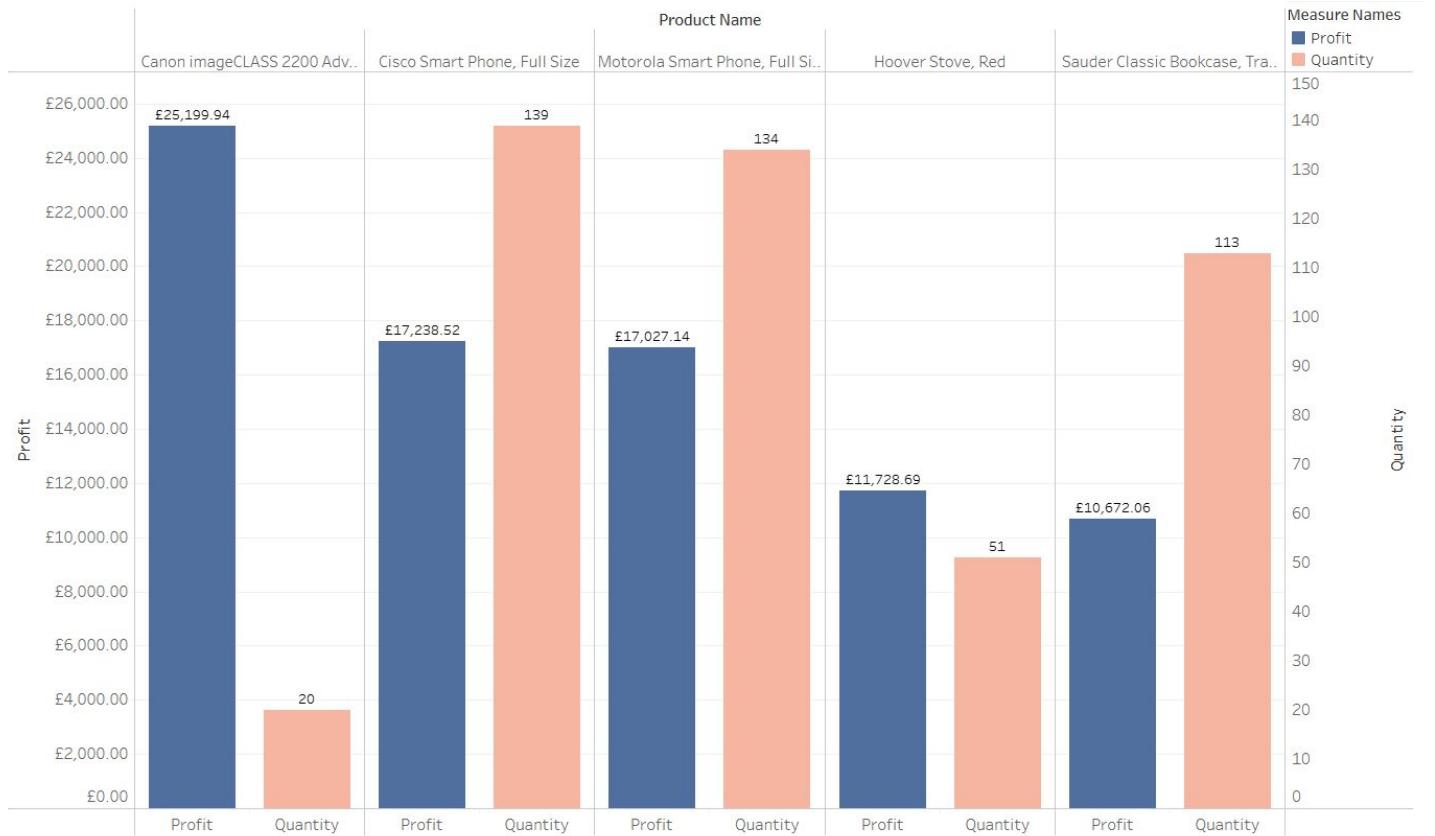


# Quarterly Profit by Year





# Where is your profit coming from?



**Canon imageCLASS  
2200 Advanced  
Copier is the **most  
profitable** product**

**Technology makes  
up 3 of the 5 top  
products**

# Highest sales revenue in each category

## Top Performing Furniture by Sales



# Highest sales revenue in each category

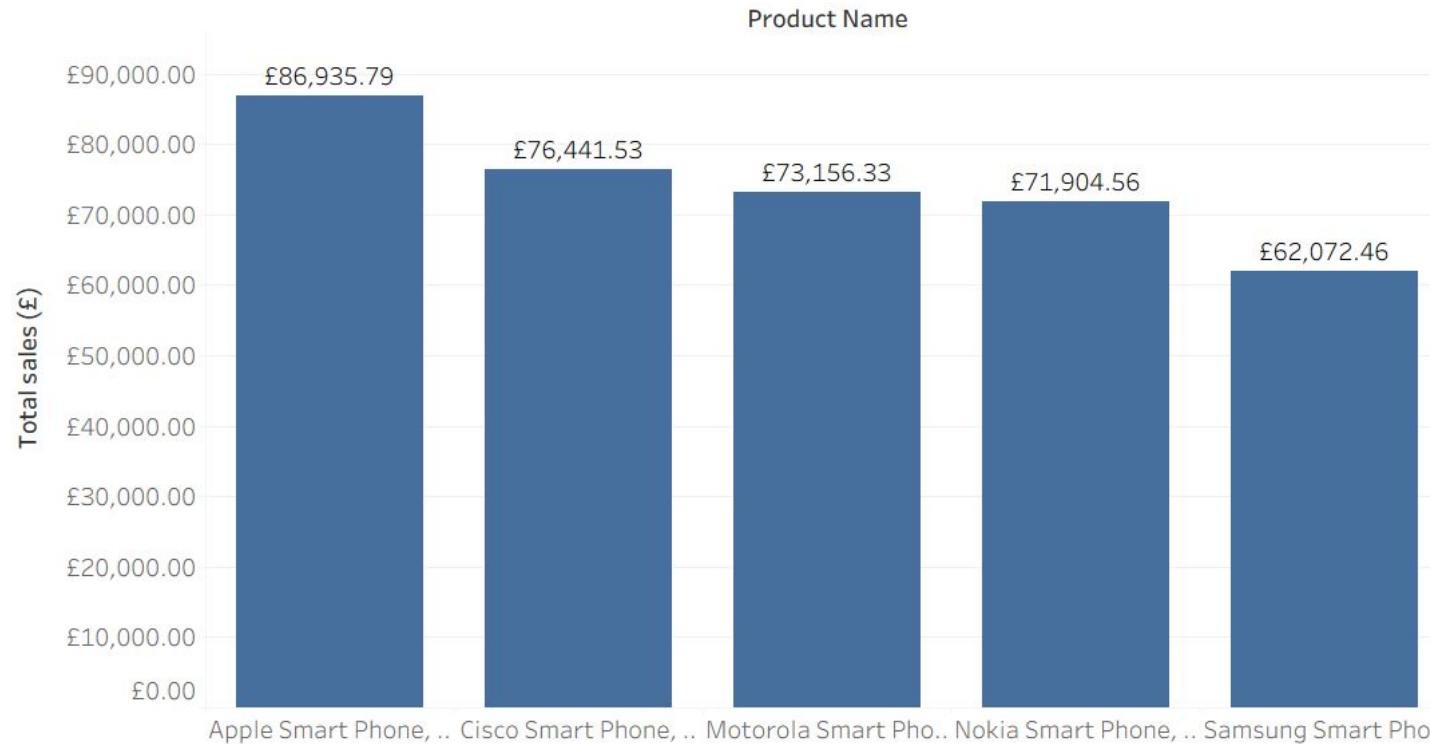
## Top Performing Office Supplies by Sales



**Eldon File Cart, Single Width** brings in the highest sales revenue by **£39,873.26**

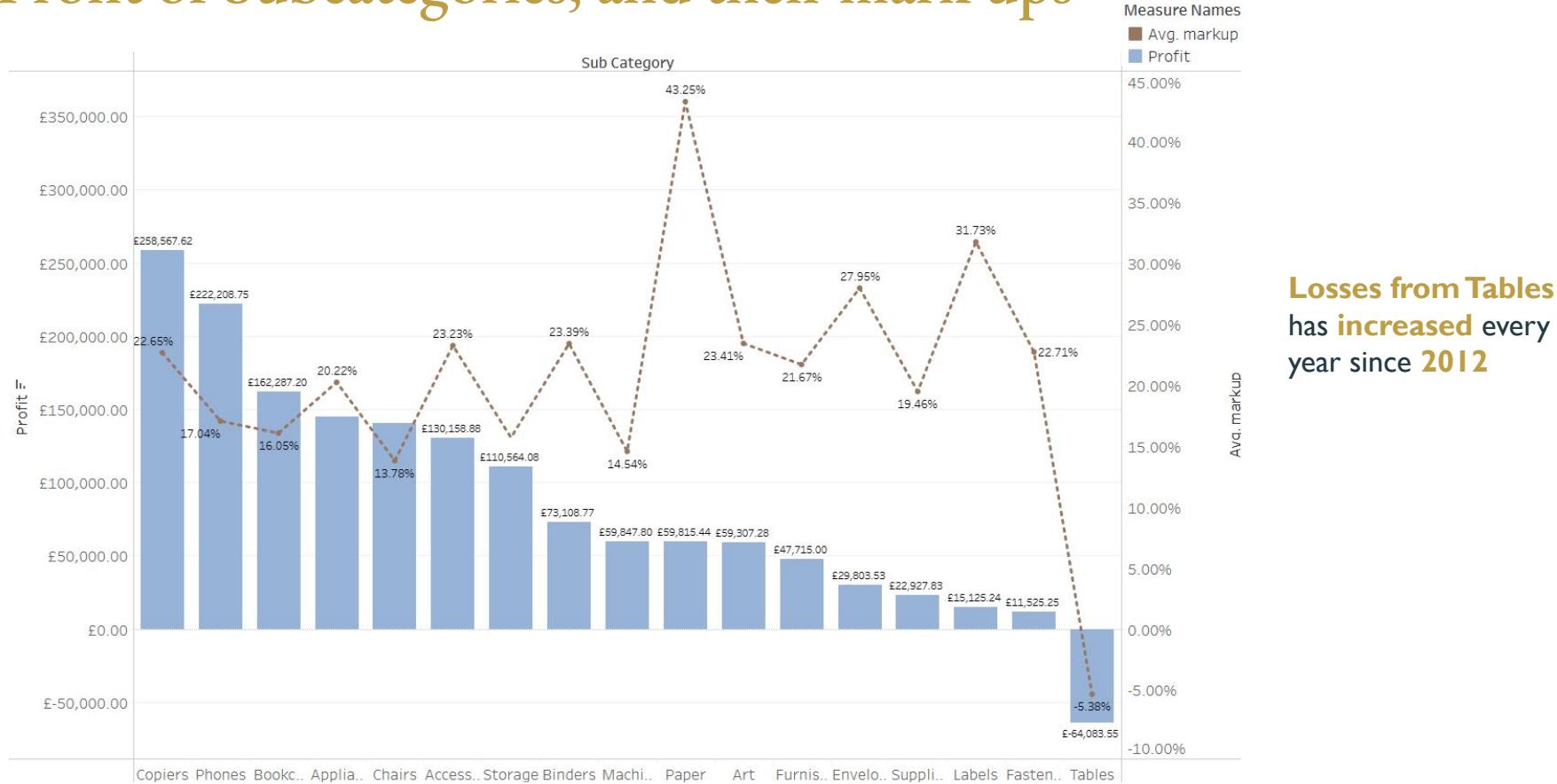
# Highest sales revenue in each category

## Top Performing Technology by Sales

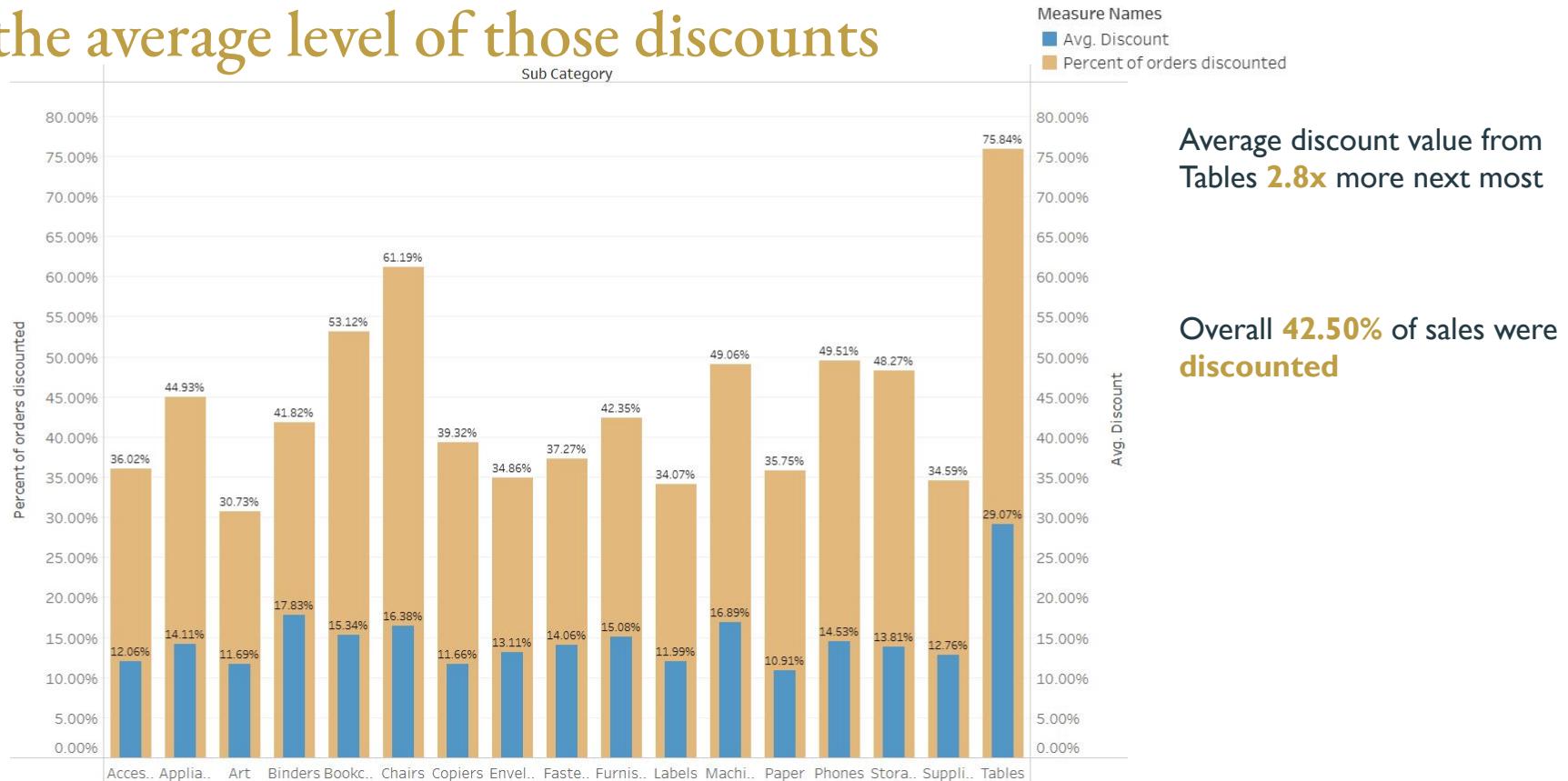


**Apple Smart Phone, full size**  
brings in the highest sales revenue

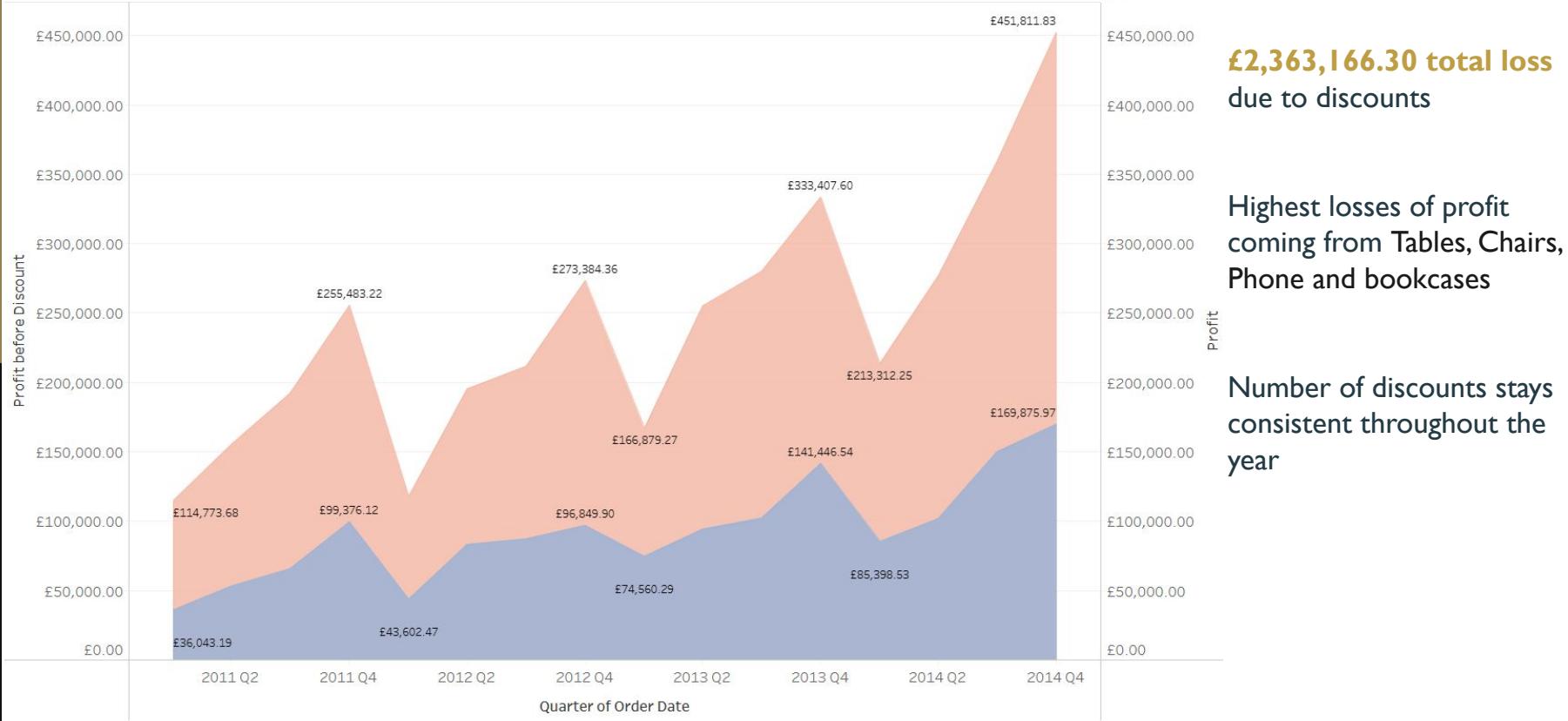
# Profit of Subcategories, and their mark ups

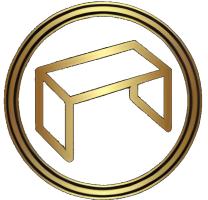


# Proportion of sub category sales with a discount and the average level of those discounts



# Total profit lost to discounts





# What you need to know

- Seasonality: Monthly and quarterly sales trends reveal recurring patterns, with **strong year-end demand** but mid-year dips
- Discount Impact: Discounts are driving **losses of over 2 million** and increasing. Highlights need to their influence on overall profit
- Product Performance: Profit from tables remain **underperforming**; whereas chairs are a highly profitable category
- Global Growth: Sales continue to **rise each year**, with the highest demand coming from North America, South East Asia and Western Europe



Any questions?