Market Overview
 Canadian Market
 Customer Analysis
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 Shipment Analysis

							/erview										
Total Revenue Generated Total Profit Earned 12 642 502 1 467 457								Total Number Of Customers 1590 Quantity Of Goods Sol 178 312							d		
		Profitab	oility Ar	nalysi	is On Al	l Markets				Mai	ket Sha	re					
4500 4000 3500 3000 2500 Av 2000 1500 0	EMEA A		200	2,7	9.1 Average 300	O US 2,897 361.2	O E E S.696 469.0	APAC 4,505 547.7	0.35	0.2836	0.2324	0.1817	0.171:		638 0	.0620	0.0053
			Custo	omer	Rase	r				APAC	EU	Marke	t Demai		IEA /	Africa	Canada
Market Africa		_	4.01			0.953	783,773		Category	Africa	APAC	Canada	Mark EMEA		LATAM	US	Grand Total
APAC Canada	181	796		51.79	0.000	2.057	66,928	3,585,744	Furniture	63:	2,429	42	770	1,501	2,382	2,121	9,87
EMEA EU		795	15.15	47.51		1.298		938,089	Office Supplies	3,045	6,177	277	3,297	6,589	5,862	6,026	31,2
LATAM US		794 793		48.52 47.76		1.757 1.969		7,201	Technology	91:	2,396	65	962	1,910	2,050	1,847	10,14
	200 400 600 8		20 40 ity Sold Per (60 Custome		1 2 nt Per Customer	OM 2M Sales	4M 6M	Grand Total	4,58	11,002	384	5,029	10,000	10,294	9,994	51,2
									Number Of Orde 42 6,								

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	Sale	es By State			TOP 10 Sub-Categories That Contribute To C									
State	Profit	Sales	Quantity Distinc	t count of	CANAD	Technology				Technolo	av	Furniture		
Ontario	9,080	35,450	476	95				Phones 2.680				Accessories 1,295		Bookcases 1,343
Quebec	2,961	10,924	117	31	Total Sales	Quantity Sold	Total Profit	_,						-,
British Columbia	2,695	9,544	91	24				Technology						
Alberta	1,964	6,551	90	23				Copiers 2,664				Tooksoloo		
Manitoba	662	2,018	25	10	66,928	833	17,817						Technology Machines 608	
Saskatchewan	405	1,956	24	8				arr a 11		Office Suppl			fice	
Nova Scotia	41	382	8	3				Office Supplies Storage 2.912		Appliances 2,234		Su	pplies nders	Furniture
Newfoundland	9	103	2	1	Can	adian Business Terr	itory	-,				78		Chairs 857
Grand Total	17,817	66,928	833	181	Cull	addit business fer	(Page 5)							
Most Profita	able Product (Category		$\overline{}$										
												Of Su		
		Category										Su	pplies per	
\$ 600 400								Contribution to	profit			Su	pplies	
000 duantity 400 200	78	Category	142				Du	Contribution to			Market	Su	pplies	
		Category	142 26,29		Bratish Columbia	Saskatchewanitoba	54	Segment	29.749	8		Su	pplies per	17.90%
8 30K	78	Category 613			British Columbia Albert	Saskatchev/Manitoba	Quebec Newfoundland	Segment 300K Consumer 2 200K	29.749		Market 3.41% 25,533	Su Pa 25.18%	pplies per	
30K 20K 10K		Category 613		9	Bretsh Columbia Albert		Quebec Newfoundland	Segment # 300K Consumer # 2200K 100K	29.749 222,81 5.38% 17,772	1.29% 9,678	3.41%	25.18% 188,688	pplies per 3 16.10% 120,633	134,119
10K 10K 10K		Category 613 30,034	26,29	9	Brash Columbia Albert	Ontario	Quebec Newfoundland	Segment Consumer & 300K	29.749 222,81 5.38% 17,772	1.29% 9,678	3.41%	25.18% 188,688	pplies per 3 16.10% 120,633	
20K 10K 10K	10,595	Category 613 30,034	26,29	9	British Columbia Albert	Ontario	Quebec Newfoundland	Segment 300K 200K 100K 4 100K 4 100K 4 100K 4 100K 4 100K 100K	29.749 222,81 17,772 29.409 129,73	1.29% 9,678 7 1.14% 5,036	3.41% 25,533 2.83%	25.18% 188,688 27.97% 123,394	pplies pper 16.10% 120,633 15.12% 57,875	20.85% 91,979
20 30 K 20 K 10 K	2,613	Category 613 30,034 7,958	7,241	9	British Columbia	Ontario	Quebec Newfoundland	Segment 300K Consumer 2 200K 100K 2 200K 100K 2 20K 100K 100K 2 20K 100K 100K	29.749 222,81 5.38% 17,772	1.29% 9,678 6 7 1.14% 5,036	3.41% 25,533 2.83%	25.18% 188,688	pplies per 16.10% 120,633 15.57% 57,875	20.85% 91,979



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											Cus	to	me	er A	nal	ysis													
Y	arw	ise N	New	and Re	epeat	Custo	mers	;			Analys	is o	n co	nsu	mer	dema	and a	and	regio	on									
New_Existing_Customer / Order Date New Customer Repeat Customer									Order Date Region 2020 2:											2021									
	1600			New Cu	istomer			Kej	peat Custo			gion frica	2,9	32			436		0.:	1370		3,745				21		0.1400	
									1,401	1,496			257			54	'		0.0000		27	6		60			0.00	00	
	1400	1,3	09						1,401		Caribl		1 99	17		215			0	1369	2	,058			226			0.1332	
												ntral	-,		.643			94		.345		,	13.902			732		0.1414	
۵	1200							1,163			Central		1 93	10		234	1		0.067	9		2,762	.,,,		283			0700	
omer	1000											East	2.8			_	02			1427		3,415			354			0.1478	3
Distinct count of Customer ID												MEA	3.0				471			0.1932		4.155				544		0.189	
unt of	800											orth		648			447		0.09			6,23	6			19		.1045	
octco											North					26	•		0.0342			2.867	-		295			532	
Distir	600											ania	3,6				37	- 1		1446		4,334			44	4		0.168	n
	400											outh	_	6,978			525			1590		8,2	288			584		0.1439	
	400										Southeast		2.9			29				0.27	40	4.299			388				.274
	200			209								Vest	3.0				27		0.1			4.285			400			.1054	
	0				57	15								10K	20K			1000			4 OK	10K	20K	0	500		_	0.2	0.4
	U	20:	18	2019	2020	202		2019	2020	2021						Distinct				Discount			urchase					g. Disco	
		SAL	ES F	DRECAS	T FOR	DIFFER	ENT	CUSTO	MER SE	GMENT	S	De	ema	nd A	naly	sis ir	rela	atio	n to s	seaso	nali	ty							
Seg	ment		2M				0	rder Da	te 1.989.93	,											Order	Date							
Cor	sumer	Sales				1.45	9.663	1,7	1,969,93 33,352	•	2,235,551	┢			20)18			20	19			202				20		21,0
		S	1M 0M	1,173,67	1	1,43	3,003					Quantity	20K				11,259				13,213		11,823	13,979	15,133		13,903	16,298	
		un .	2M								1,470,116	Quan	10K	4,523	7,145	8,516		5,497	8,852	10,369		7,381	11,023			9,326			
Cor	porate	Sales	1M					1,0	1,259,050 70,287	3		L	ОК	7															
H			OM 2M	691,663		769,146			., .			m	0.3	0.14461	0.15764	13989	0.14995	0.14619	0.14337	0.13738	0.14118	0.13593	0.14319	0.14052	0.13957	13898	0.14804	13667	0.14736
Hor		Sales									1,139,231		0.2	0.14	0.1	0.13	0	0.14	0.14	0.13	0.14	0.13	0.14	0.14	0.13	0.13	0.1	0.13	0.17
Off	ice	S	OM	394,117		437,960	_	612	842,72 ,776	6		Avg.	0.1																
				2018	8	2019		2020	2	021	2022		0.0	01	02	03	04	01	02	03	04	01	02	03	04	Q1	02	Q3	Q4



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	New & Existing Product Analysis														Most Profitable And Least Profitable Products (Top 10 & Worst 10)										
												/ Cate	gory		202	21		Category	Product Name						
	New P	roduct	Existi	isting Pro New Product			oduct	Exist	ing P	ro 1	lew F	w Product Existing Pro New			New F	roduct	Furniture	Sauder Classic Bookcase Harbour Creations Execu				10,67			
4500																			Lesro Training Table, Re		, Aujustable			-2,581	
4300														4,107					Bevis Wood Table, with					-2,78	
4000														Ì					Chromcraft Bull-Nose W			-2,8			
	9	p							3,412										Bevis Computer Table, F					-3,510 -3.650	
3500	2000	, v							w)									Office	Bevis Round Table, Adju Hoover Stove. Red	stable Height				11.80	
3000																		Supplies	Rogers Lockers, Blue					-2,893	
5000																		Technology	Canon imageCLASS 2200					25,20	
2500	_			7,241															Cisco Smart Phone, Full						
D D				v)															Motorola Smart Phone, Nokia Smart Phone, Full					17,02 9,93	
2000													m		1,607				Cisco Smart Phone, with					9,78	
2500 2000 2000 1500 1500	_	150				1,393		_		5			1,463		सं				Nokia Smart Phone, with	h Caller ID				9,46	
1500	1,167	1,235						1,138		1,215									Belkin Router, USB					8,955	
1000							H					0.1							Cubify CubeX 3D Printer Motorola Smart Phone.					-3,84i -4.44	
		727 737 737 641				672							Lexmark MX611dhe Mor					-4,59							
500											315	341				202	348		Cubify CubeX 3D Printer	Double Head Print				-8,880	
0	0	2 >	0	0 3	. 0	40	>	0	9	>	0	v >	. 0	9		_	_	•	Relationship B	etween Ouan	titv Solo	d And E	Discount Giver	1	
	Furniture	Technology	Furniture	Technology	Furniture	Office Supplies	Technology	Furniture	Office Supplies	Techno logy	Furniture	Office Supplies Technology	Furniture	Office Supplies	Techno logy	Furniture	Office Supplies Technology	22K			,				
	2 9	Tech	2	00 P	3	S SI	Tech	2	S S	Tech	2	ce St Tech	2	S S	Tech	2	ce St Tech	LLIN	Binders				Binders		
	ä	5		5		Æ			Offi			£		J			₹ .	20K					Directo		
			Cat	ea	oric	al (Con	tril	out	ion	То	Sal	es					18K							
Category	Su	b-Cate		- 5															Storage				O Storage		
Furniture	Во	okcase													.60%			16K	rt				Art		
		airs rnishin				21	05%							1	1.88	96		14K							
		bles	ys _			3.0	2370		5.9	9%								2-410	O Paper				0		
Office		pliance	s								8.0	0%						£ 12K	Phones Chairs				aper O Chairs		
Supplies	Ar					2.9	4% 3.65	~										Quantity Quantity	Accessories			Acc	O Furnishings cessories		
		nders velope		-1	.35%		3.00	70										10K	OLabels			AC	O Fasteners		
		steners		0.66														8K				Suppl	lies 🏡 o		
		bels		0.58														- Cit	OCopiers Bookcases				OBookcases copiers		
		per orage			1.9	5%	_		-		4	8.929	96					6K	Appliances				OAppliances		
		pplies			1.9	2%													O Machines				O Machines		
Technolog		cessori	es 📕						5.93	3%								4K		Tables			iwaciiiies	Tables O	
		piers echines							6	16%	f			1	11.94	46		2K		rables	Ĭ			aules	
		ones														13.5	096								
			09	5	2%		496		5%	8	396	10	196	129	16	14%		0K				.05 0.1		0.25 0.30	
										of To									.00 0.05 0.10 0.1	.5 0.20 0.25 (0.00 0.00		10 0.15 0.20		



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