



Offfuture Performance Analysis 2011 – 2014

Team JOIN:

- Egle ,
- Aksha,
- James,
- Rachel

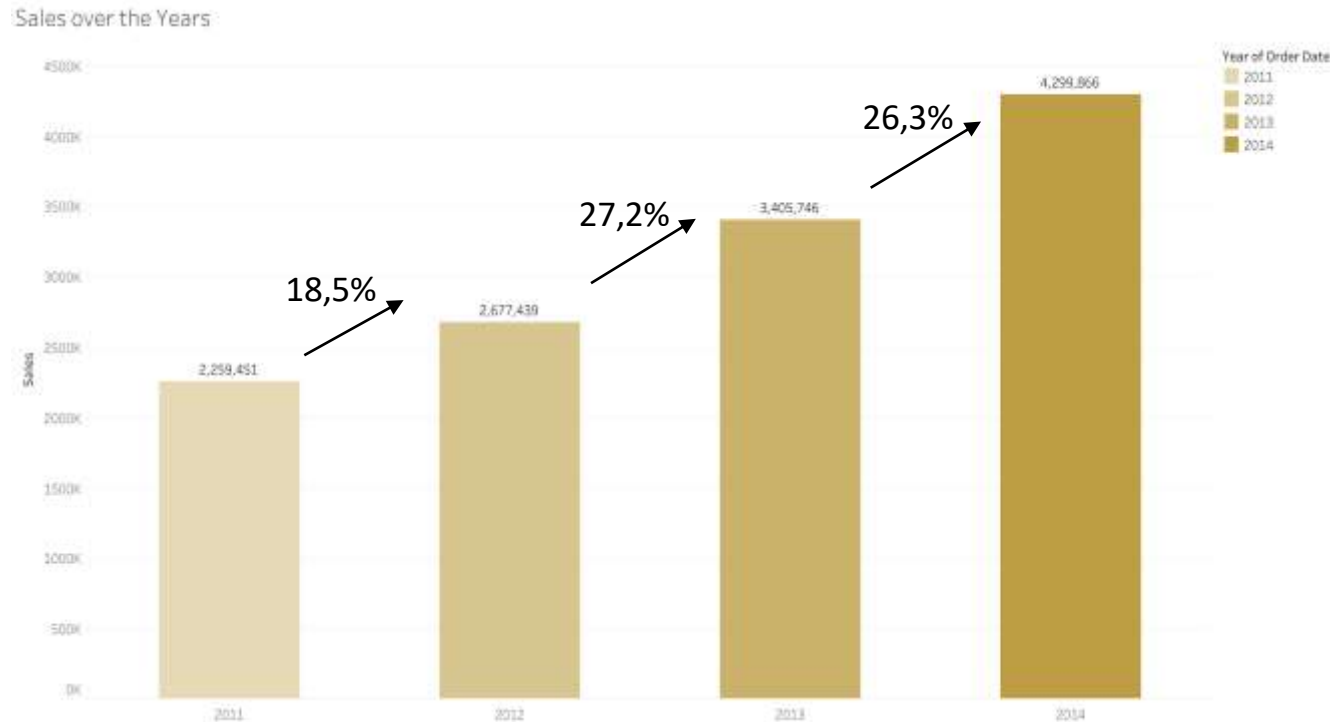


Agenda

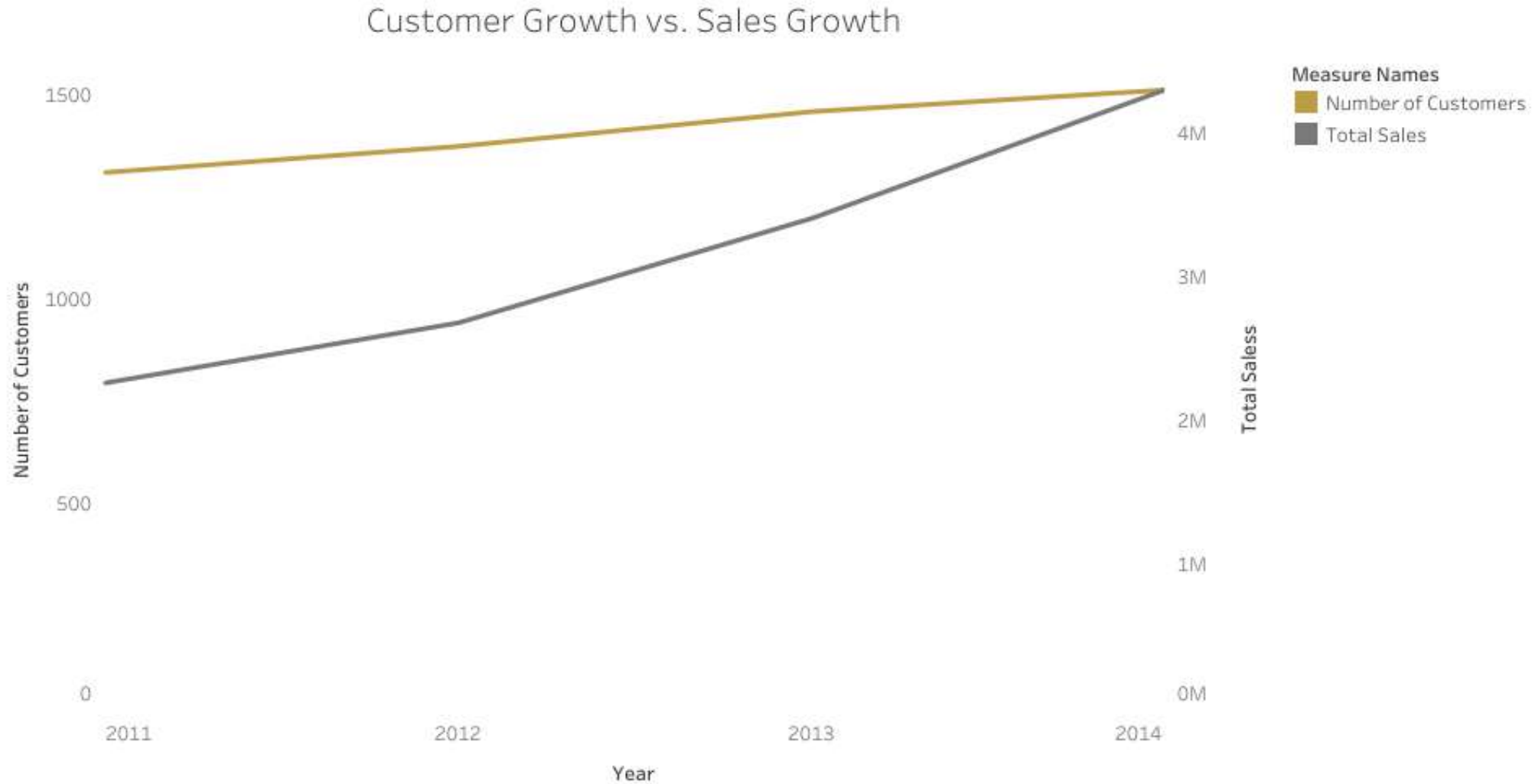
1. Overview revenue and growth
2. What are the factors influencing revenue?
3. Which products performed the best? The worst?
4. Which market channel is the best for business?
5. Product profitability
6. Conclusions
7. Questions



How did Offfuture perform in terms of revenue?

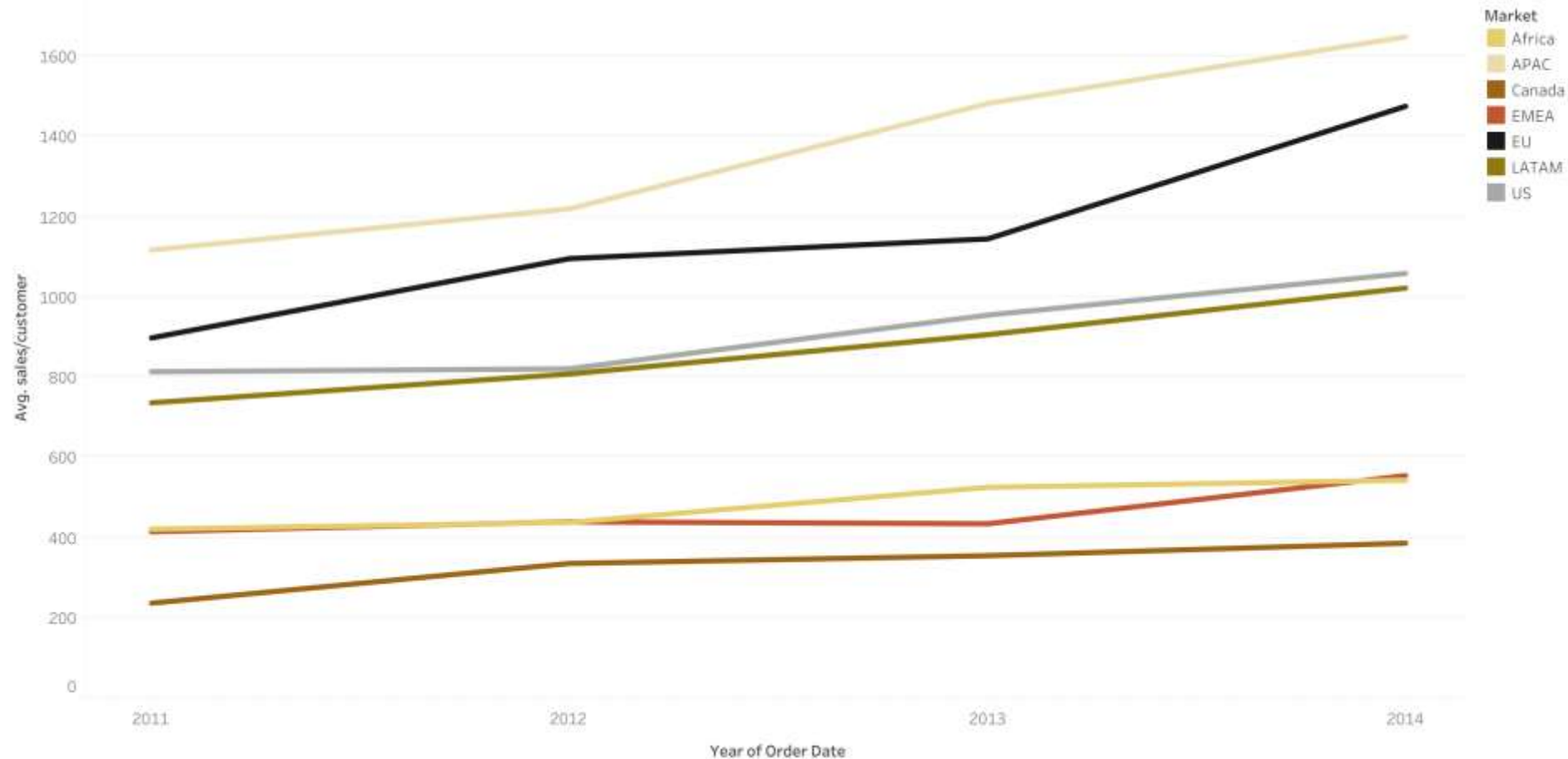


Have the number of customers increased?

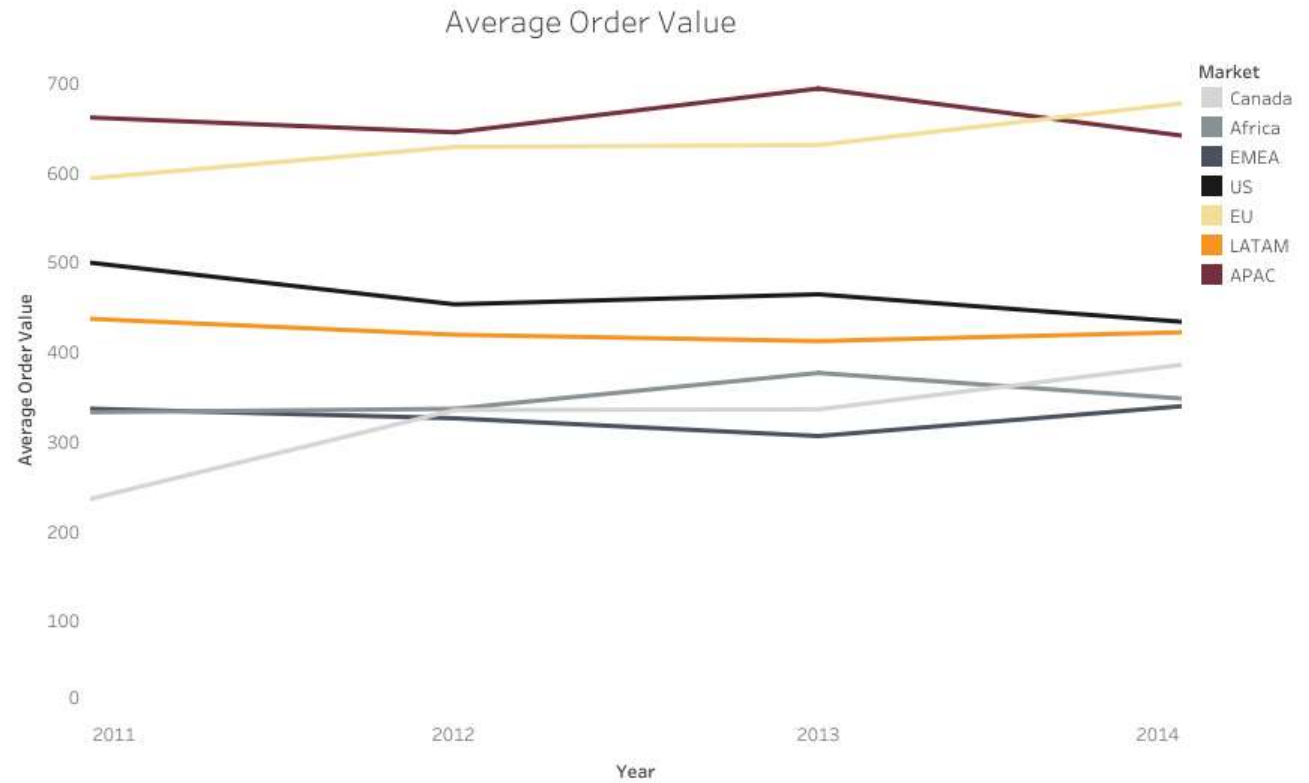


Are individual customers spending more over the years? Is it the same for each market?

Sales per Customer for each Market



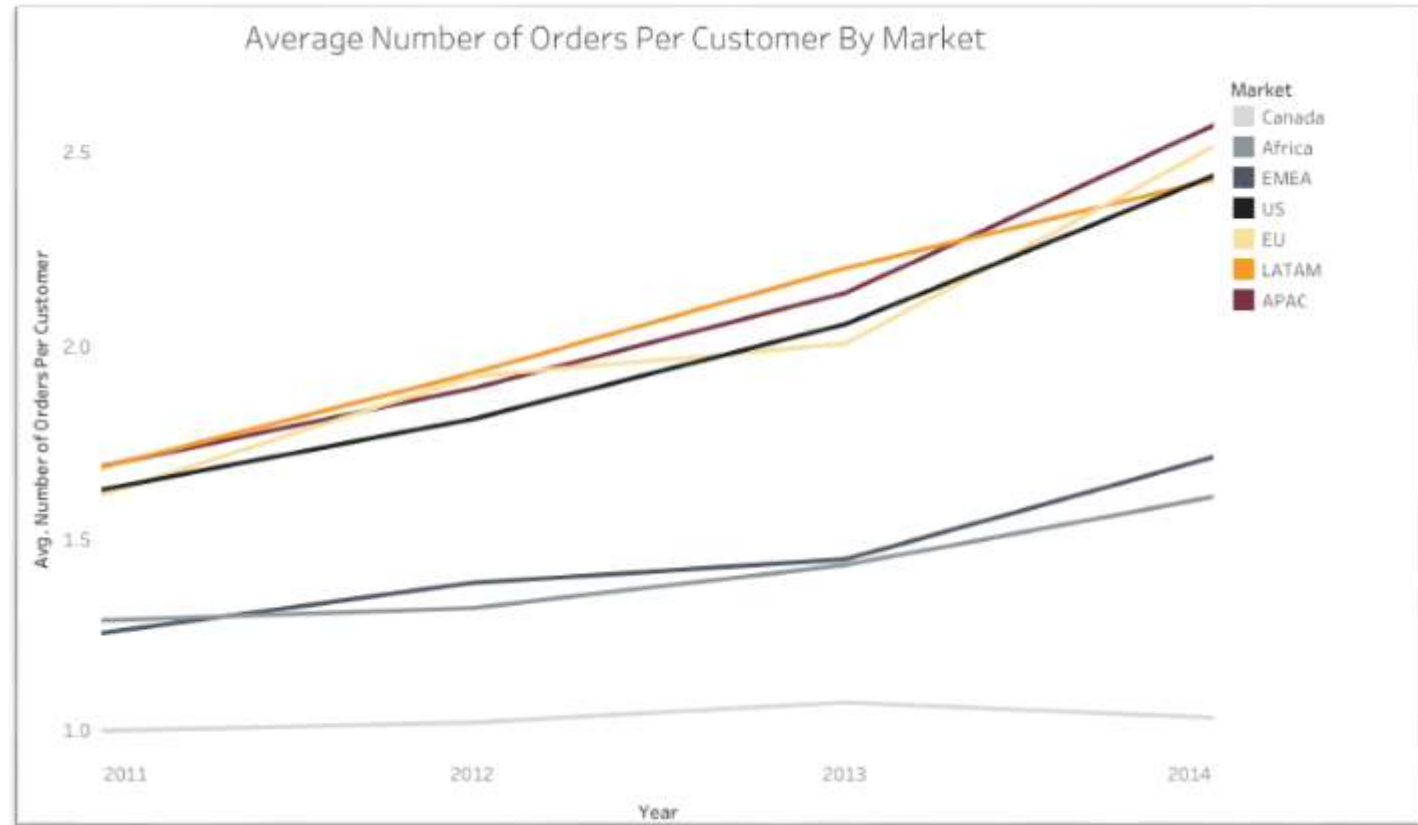
Spending
More?



Ordering
More?

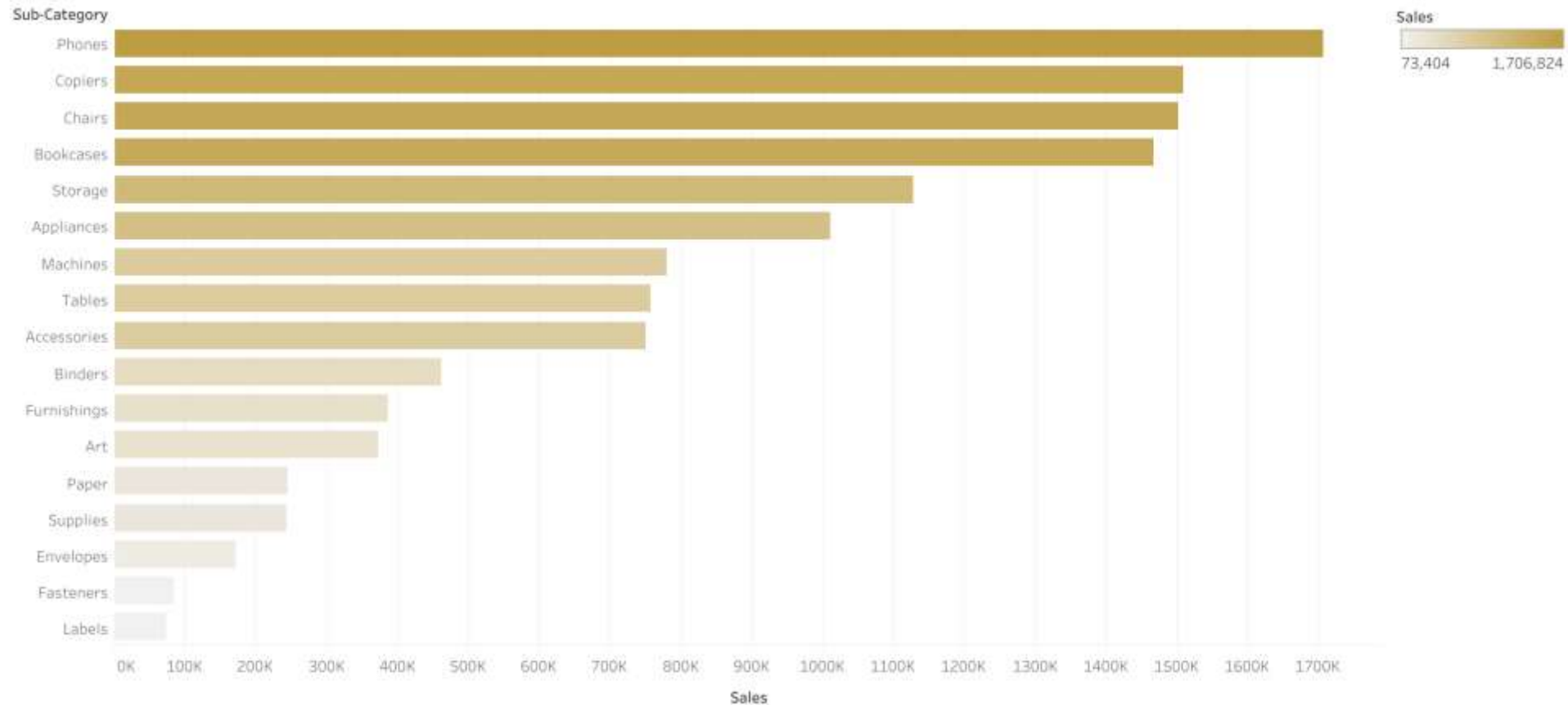


Ordering
More?



Which Products contribute to the Sales the most? The least?

Sales of each Sub-Category



Is it the same everywhere?

Top Subcategory In Each Market

Africa		Phones
APAC		Chairs
Canada		Storage
EMEA		Phones
EU		Copiers
LATAM		Copiers
US		Phones

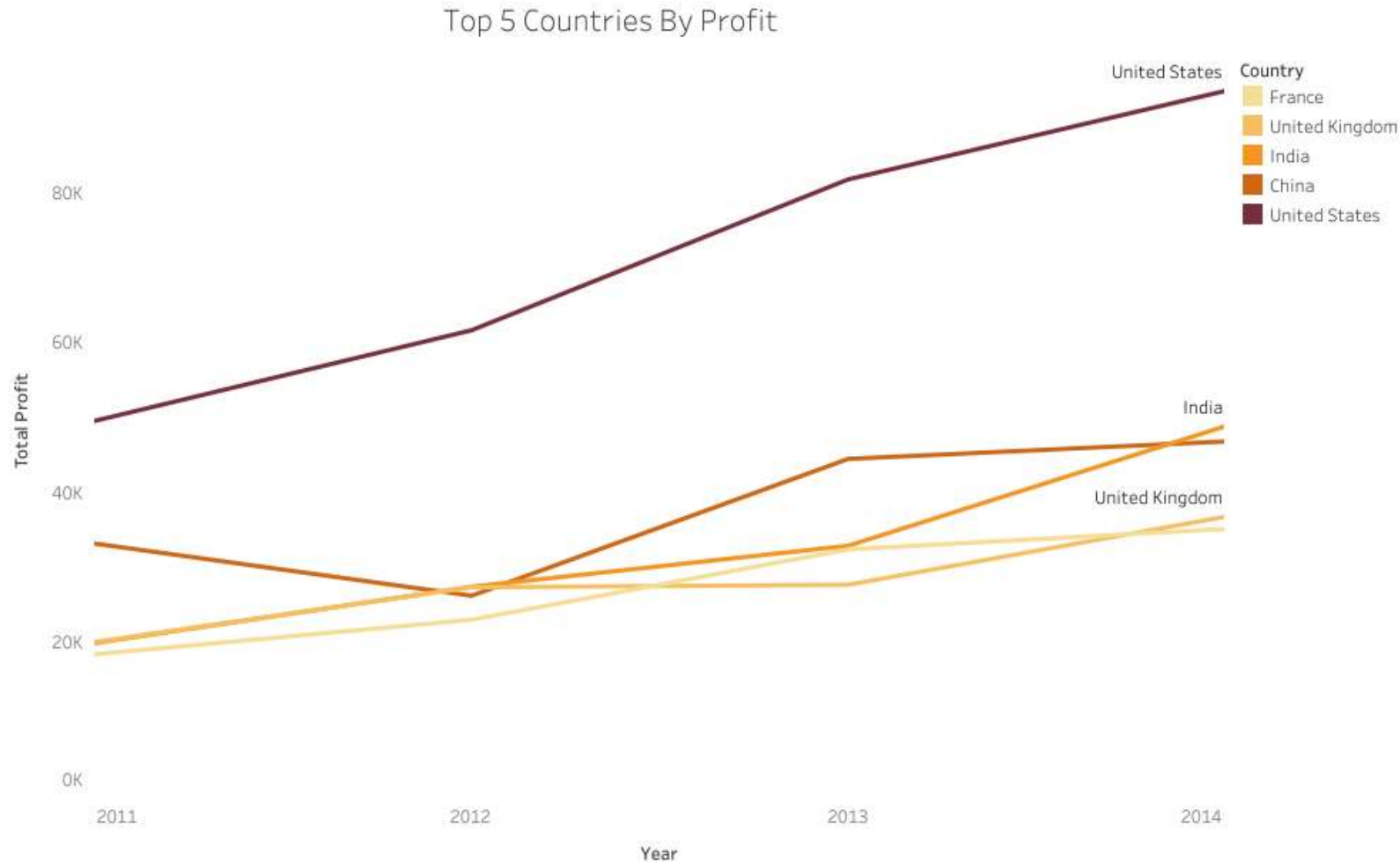
Country With The Highest Total Sales For Each Subcategory

Accessories		United States
Appliances		United States
Art		France
Binders		United States
Bookcases		Australia
Chairs		United States
Copiers		United States
Envelopes		United States
Fasteners		Australia
Furnishings		United States
Labels		United States
Machines		United States
Paper		United States
Phones		United States
Storage		United States
Supplies		United States
Tables		United States

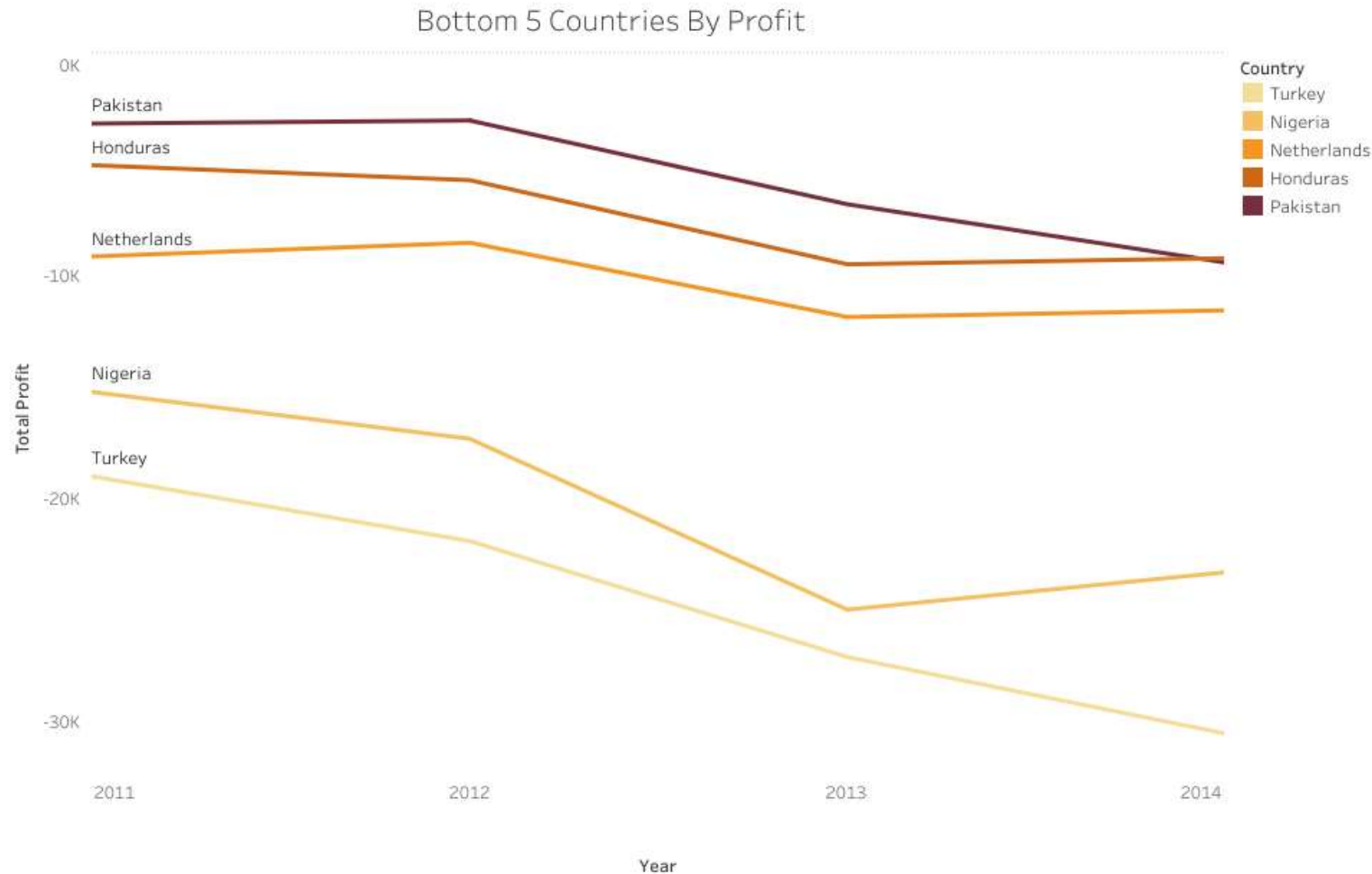


Photo by [Sarah Dorweiler](#) on [Unsplash](#)

How much profit has been made by the US compared to rest?

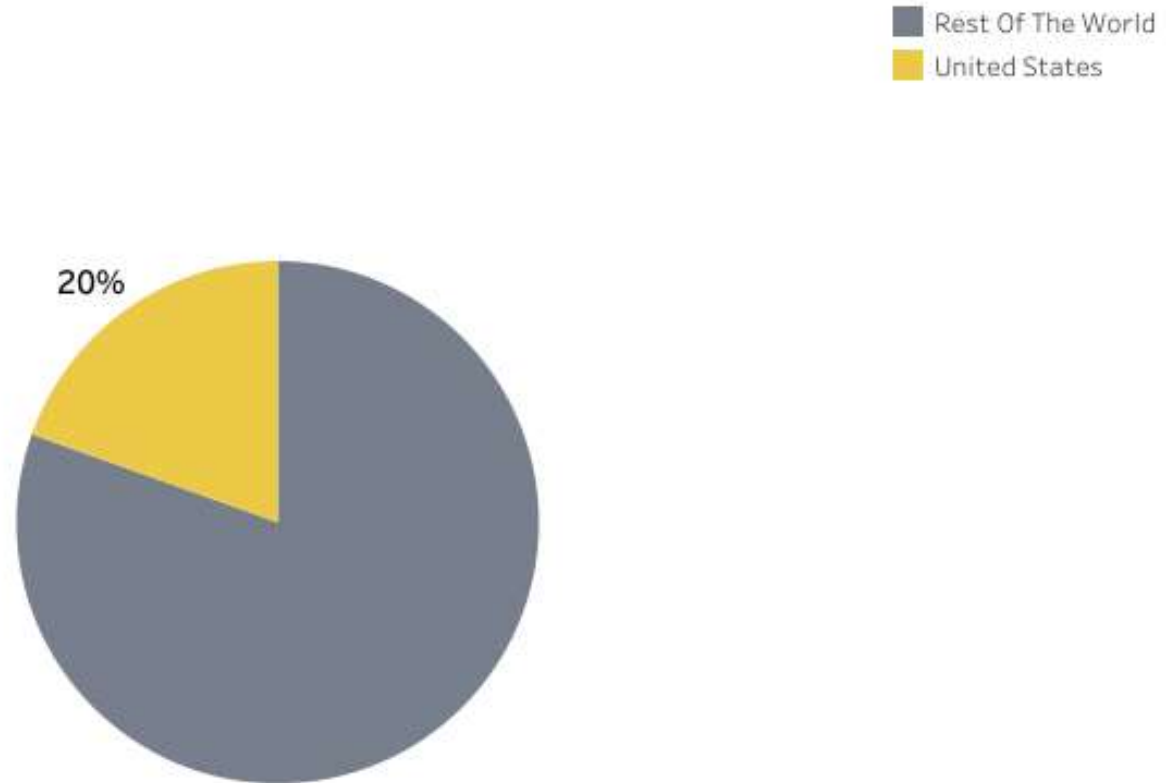


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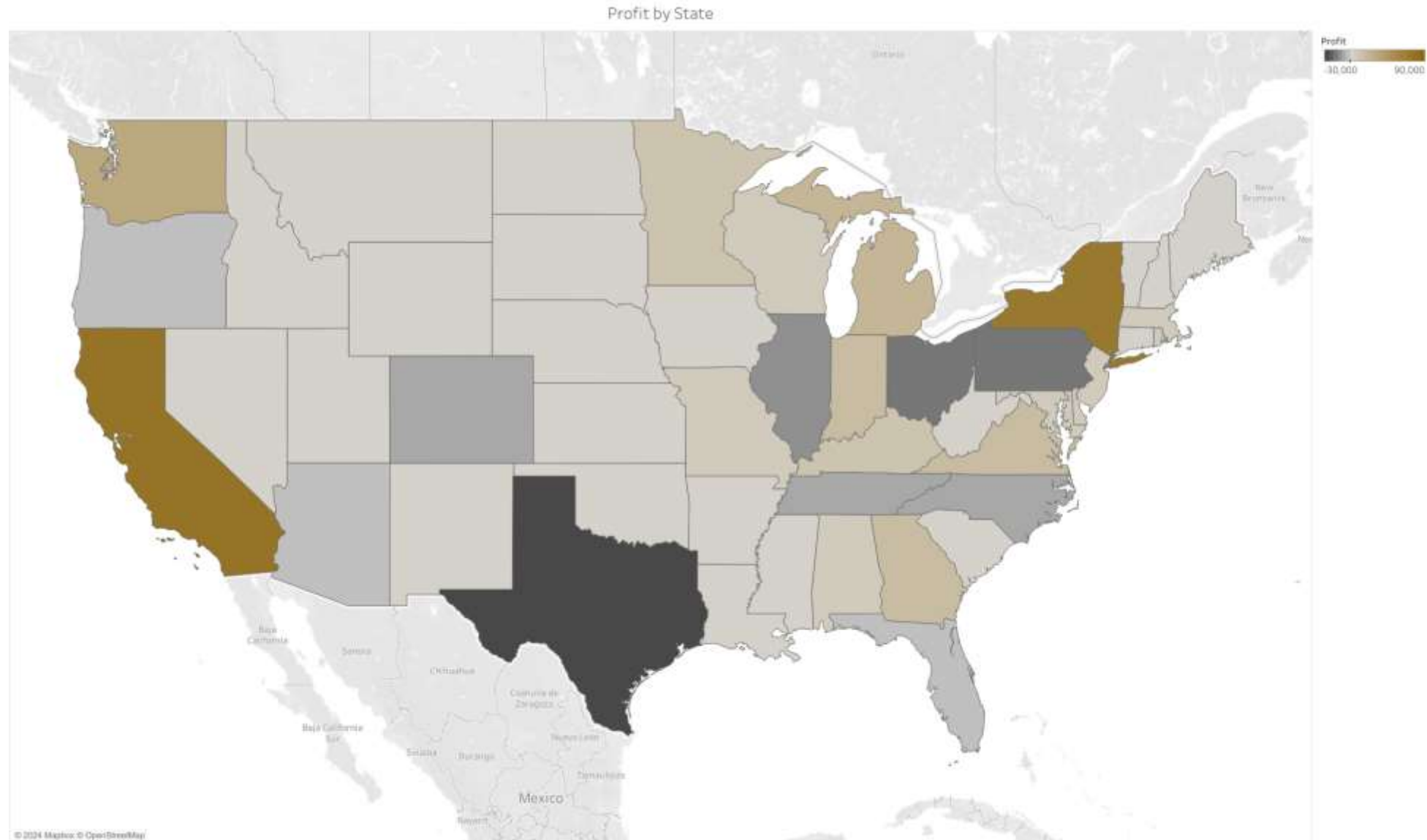


What proportion of profits are from the US?

Proportion Of Profits Worldwide Coming From US Only



Is performance the same for all states?

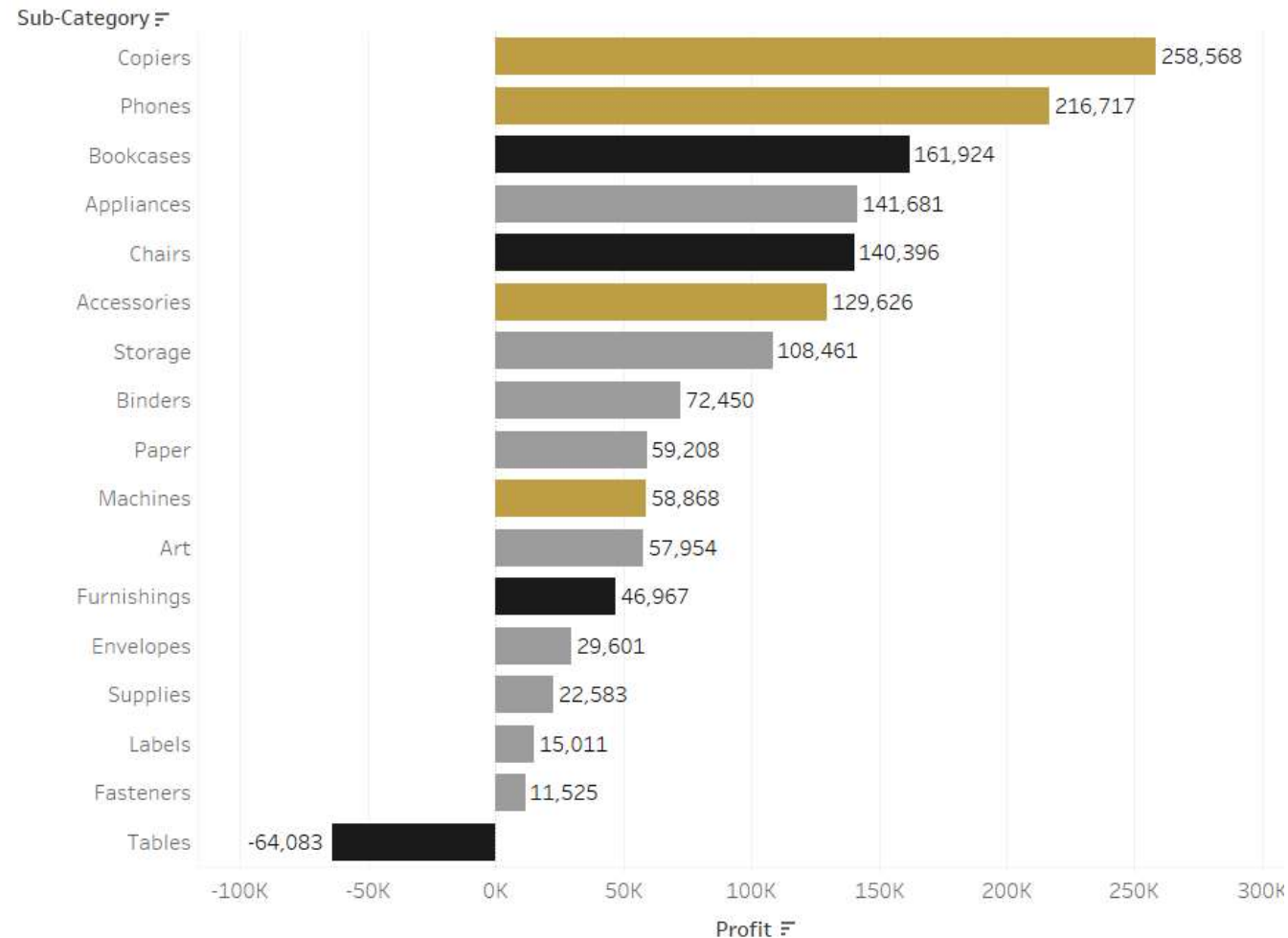


Which products are underperforming?

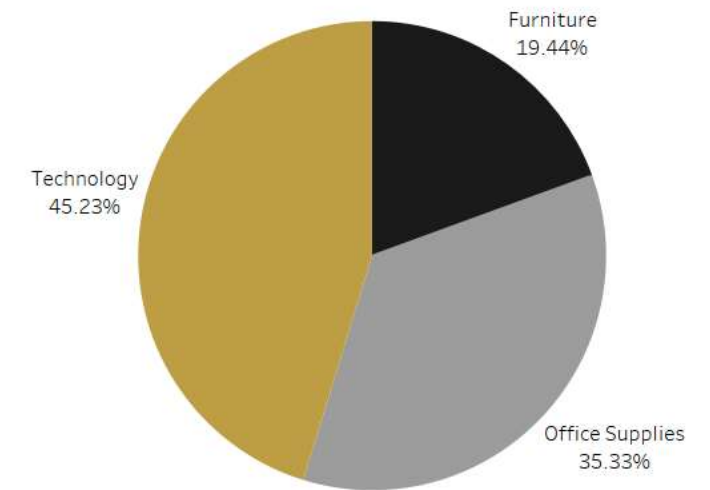
5 States With Losses Every Year				
Illinois	Ohio	Oregon	Pennsylvania	Texas
-12,608	-16,971	-1,190	-15,560	-25,729
Binders	Machines	Tables	Binders	Binders

How well have these products done globally?

Total Profits by Product Sub-categories Globally

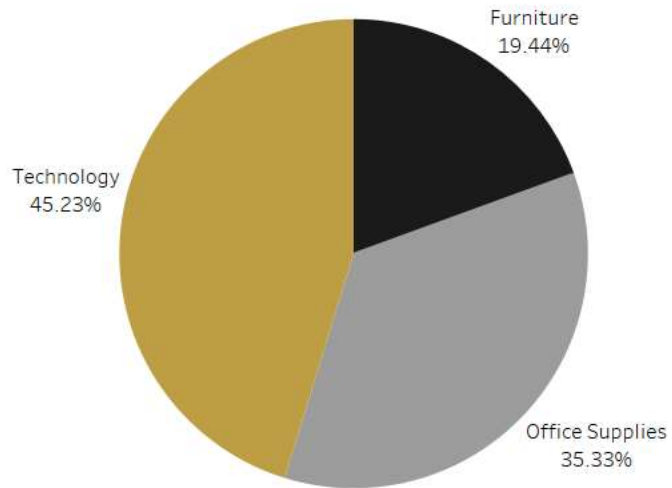


Proportion of Profits by Product Category Globally



How well have these products done globally?

Proportion of Profits by Product Category Globally



Average Performance by Product Category Globally

Category	Quantity	Avg. Sales	Avg. Profit	Count of Discounts (less zeros)	Avg. Discounts (less zeros)
Office Supplies	108,182	121	17	12,064	35.62%
Furniture	34,954	416	29	5,380	30.86%
Technology	35,176	468	65	4,837	28.38%

Which product provides the best margins?

Top 5 Largest Gross Profit Margins by Product Sub-Category



Conclusion

- Sales have increased overtime
- Customers not so much: customers have ordered more over time
- Technology products (phones, copiers) have performed the best in terms of sales
- Almost all of the product sub-categories are generating the most money in the US in the global context
- Office supplies (paper, labels) were the most profitable although didn't not provide the most significant profits





Any Questions?

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