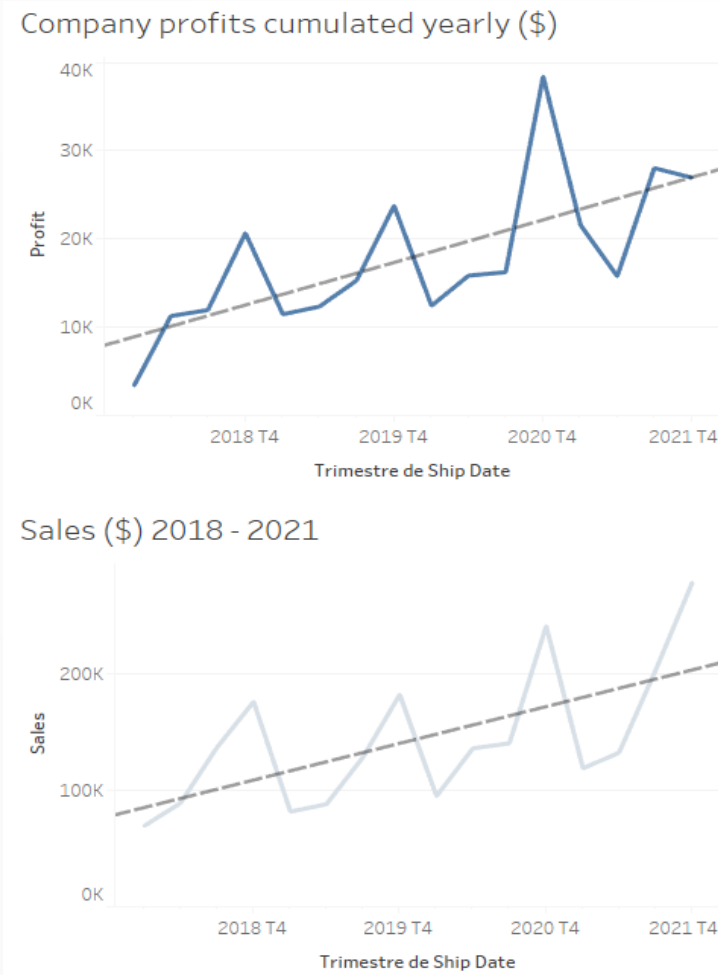


Some sales analysis de la Dunder Mifflin Paper Company

**Company performances survey and propositions of
tools for futur surveys.**

Profits and Sales – 2018 / 2021

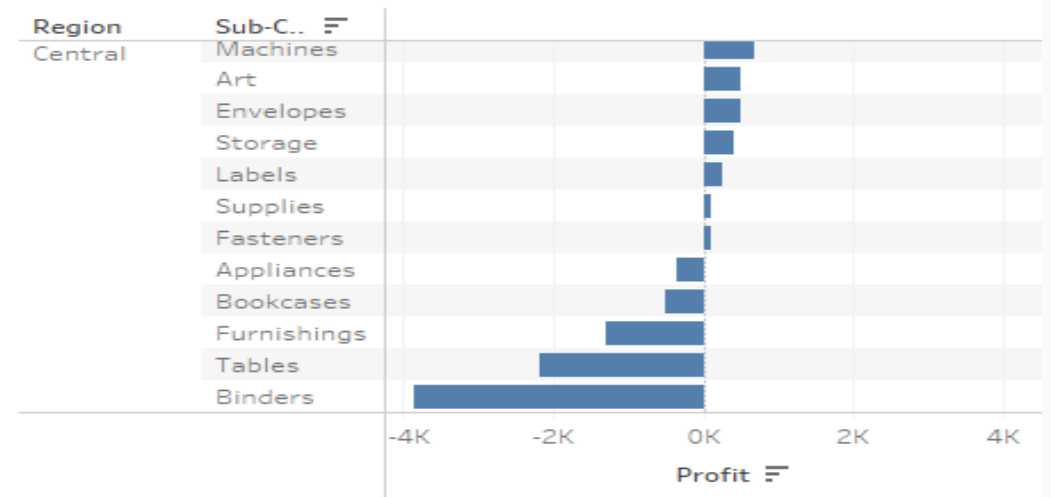


- 2018 to 2021, a periodic growing from sales and profits.
- **KPI** (Key Performance Indicator) : Profit +10 % / year

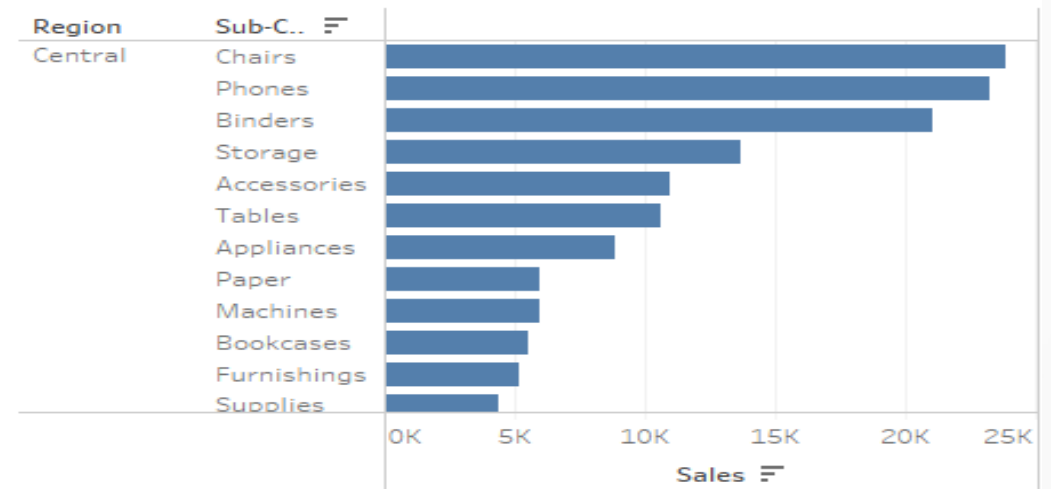
Regional sales and profitabilities.

- All sales are not profitable.
- **KPI:** Each year drop 1 sold product not profitable.

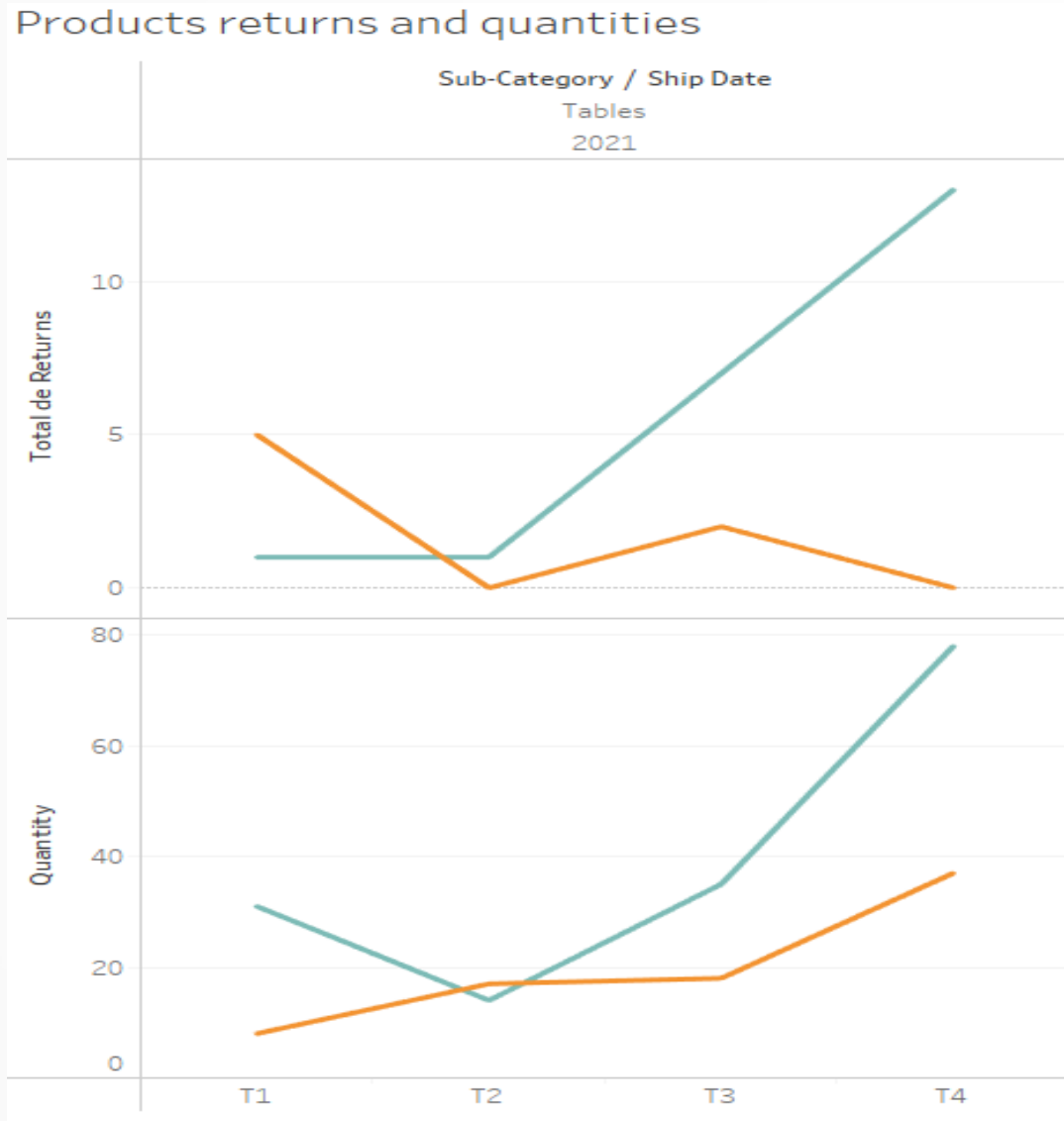
USA regionals profits per all categories



USA regionals sales per all categories



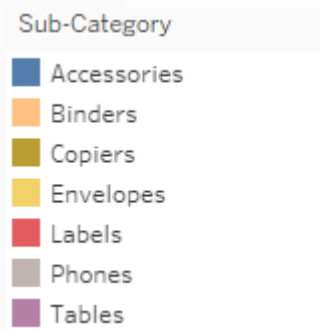
Regional quantities send and returned



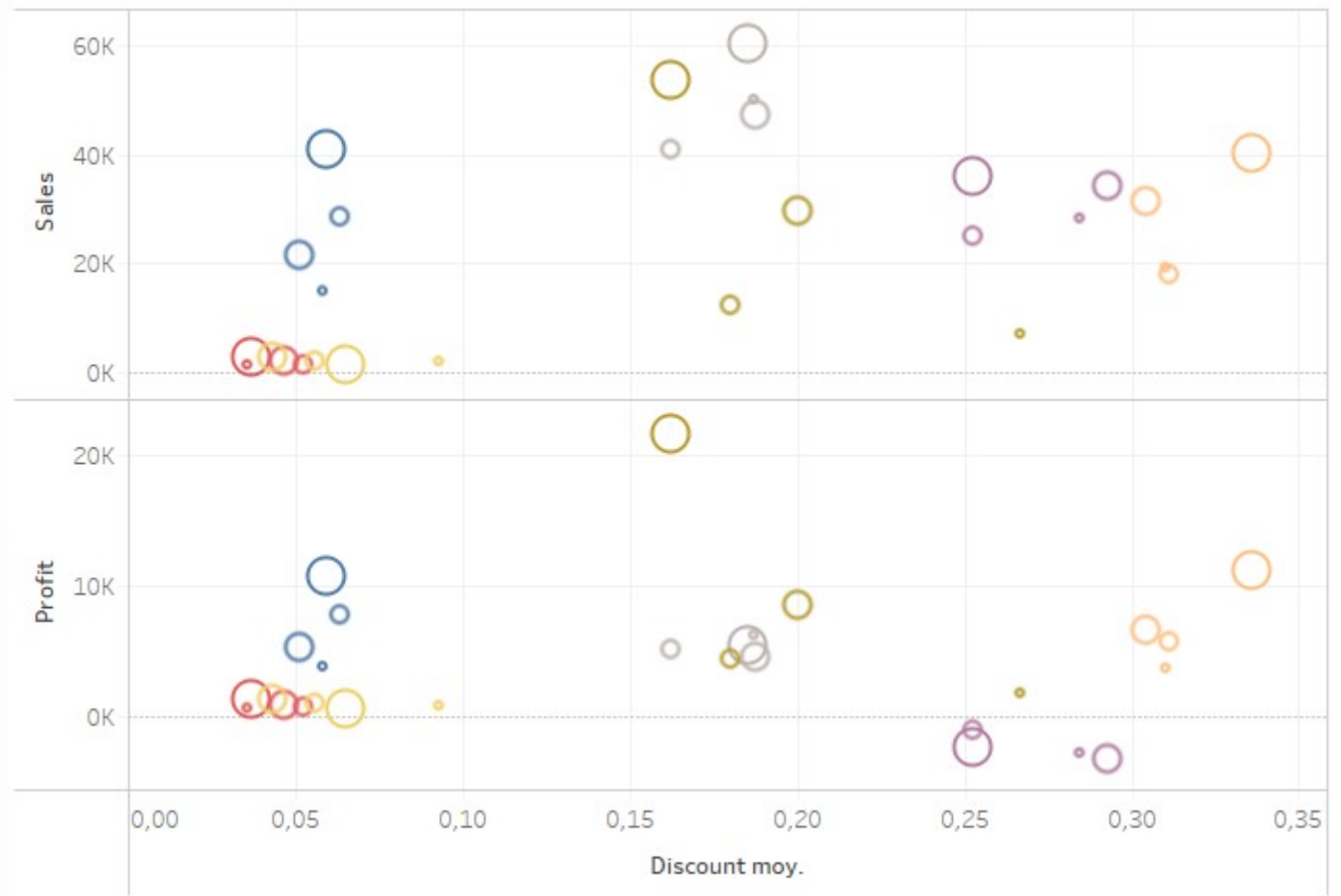
- In each region, customers and sellers are different. Rate of returns, can vary despite quantity sold.
- **KPI:** -50 % of returns regionnally in the biggest returned product this year.

Sales/profits and discounts

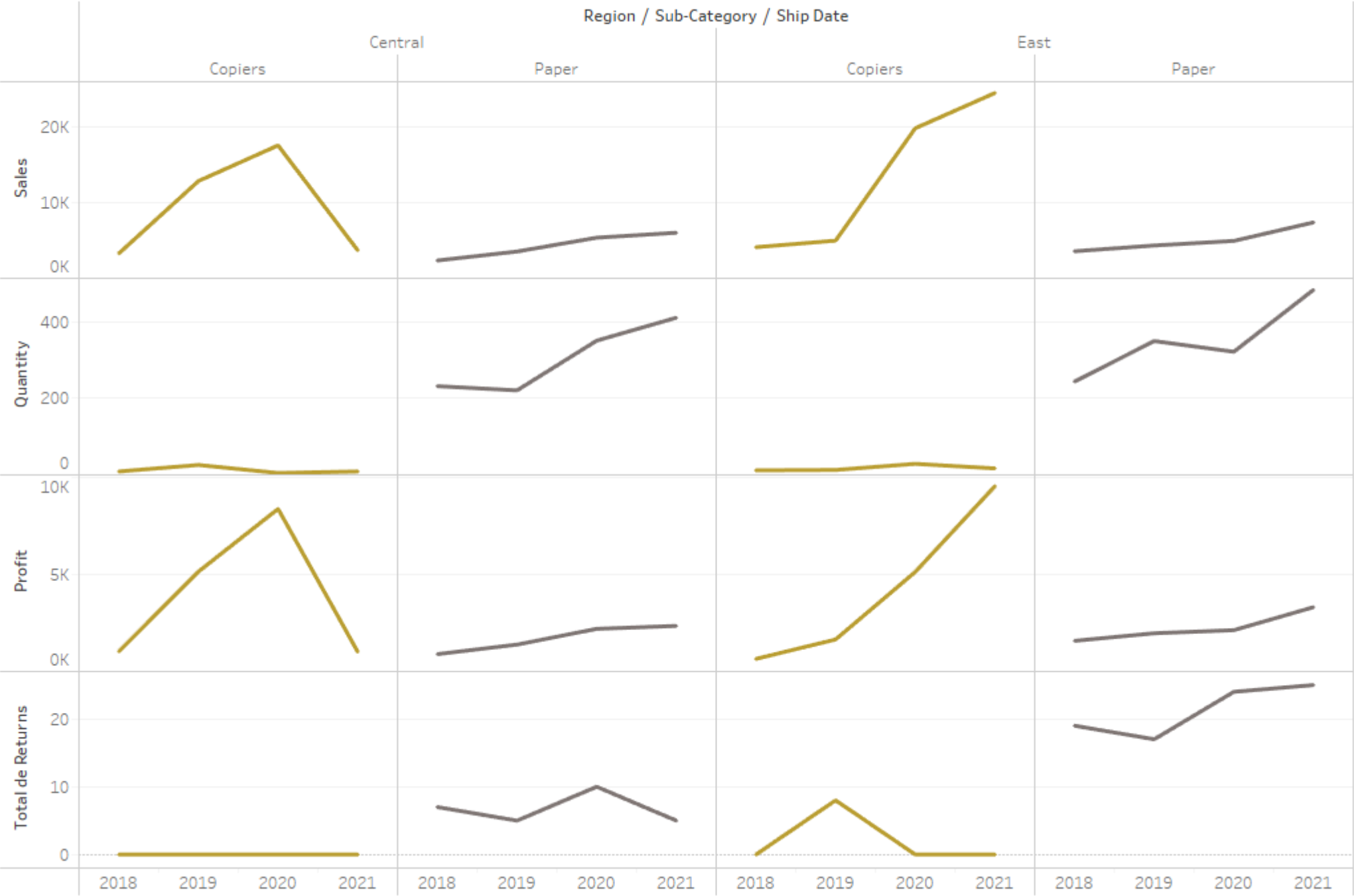
- Sales, profits and discounts could help each other.
- **KPI:** Minor at least of 20 % unprofitable discounts this year



Relation Sales/Discount with sub-categories



Mesure of Profit/Returns/Quantity per region

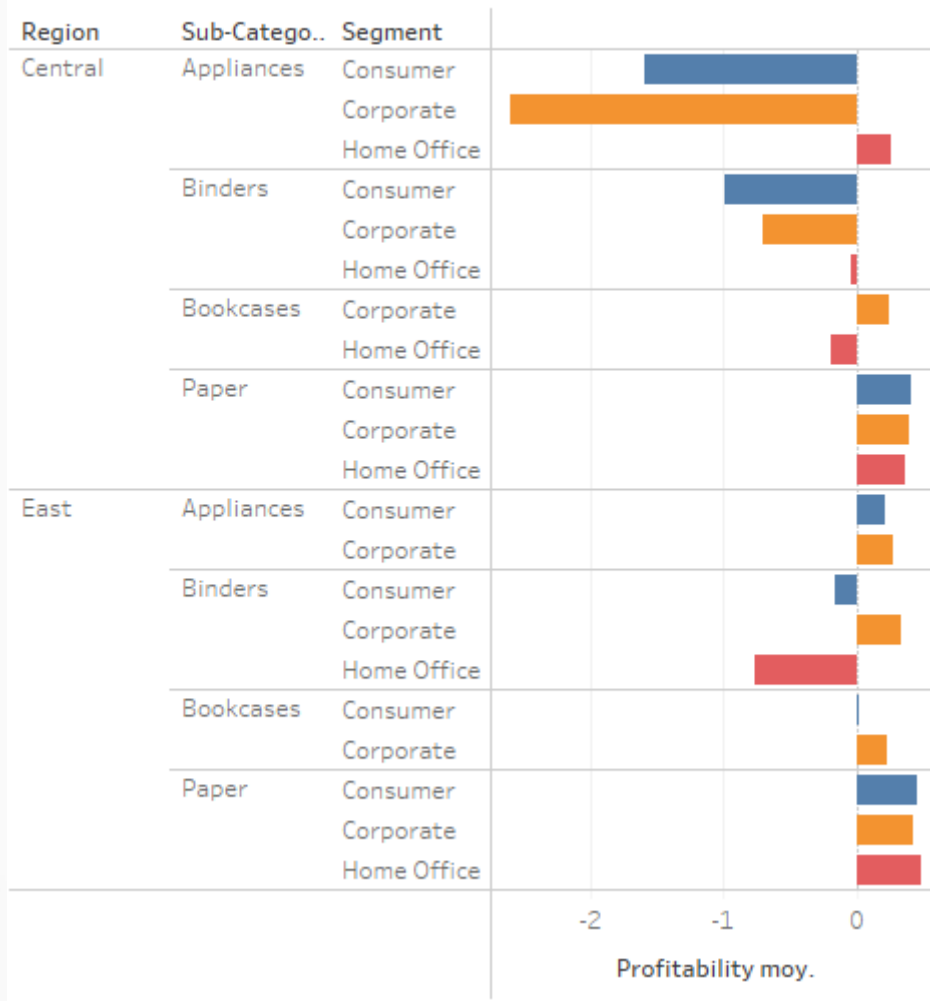


Sub-categories per region

- Depending on the region, profits are not the same for a same product.
- **KPI:** +10 % (/ year) teammates for sales teams that are the most profitables from teams that are not profitables.

The market segments

East USA T1 Profitability from different segments



- Regional segments are not everywhere profitables.
- **KPI:** Point, stop, at least 1 regional market sub-category that is not profitable in 1 segment per year.