Deskify Product Report

| 2009 | 2010 | 2011 | **2012** |

DESKIFY OFFICE SUPPLIES REPORT

This report shows product analysis from Jan 2009 to Dec 2012

| Furniture | Office Supplies | Technology |

Top 10 Best Performing States by Profit

$3.687...	$344.6...	1395	632	9.35%
Total Revenue	**Total Profit**	Total Orders	**Total Customers**	Profit Margin

Total Profit by Product Category

Office Supplies $208.36K (60%)
Furniture $86.96K (25%)
Technology $49.32K (14%)

Total Orders by Ship Mode

Delivery Truck 0.2K (15%)
Regular Air 1.1K (76%)
Express Air 0.1K (9%)

Total Profit by Month

$46K, $38K, $32K, $28K, $32K, $29K, $11K, $34K, $22K, $32K, $16K

January, February, March, April, May, June, July, August, September, October, November, December

$25K

Total Profit by Product

Ibico Presentation Index for Bin...	$10.5K
Acco Hanging Data Binders	$8.4K
Ibico Standard Transparent Covers	$8.1K
Global Airflow Leather Mesh Ba...	$8.0K
V7 USB Numeric Keypad	$7.6K

$0K $5K $10K

Customer

| 2009 | 2010 | 2011 | 2012 |

DESKIFY OFFICE SUPPLIES REPORT

This report shows customer analysis from Jan 2009 to Dec 2012

| Furniture | Office Supplies | Technology |

$14.7M	$1.5M	5496	795	10.3%
Total Revenue	**Total Profit**	Total Orders	**Total Customers**	Profit Margin

Total Profit by Product Sub-Category

Binders	$0.26M
Paper	$0.24M
Furnishings	$0.15M
Storage	$0.12M
Art	$0.12M
Accessories	$0.11M
Labels	$0.09M
Phones	$0.08M
Chairs	$0.08M
Appliances	$0.07M
Bookcases	$0.06M
Supplies	$0.05M
Tables	$0.04M
Envelopes	$0.03M
Machines	$0.02M
Fasteners	$0.01M
Copiers	($0.02M)

($0.1M) $0.0M $0.1M $0.2M $0.3M

Total Profit by Customer Segment

$0.53M Corporate
$0.39M Home Office
$0.31M Consumer
$0.29M Small Business

$0.4M, $0.2M, $0.0M

Total Profit by Customer Name

Emily Phan
$34.01K
Deborah Brumfield $31.12K
Grant Carroll $27.98K
Karen Carlisle $21.73K
Alejandro Grove $20.59K

Profitability by Region and Customer Segment

Region × | Customer Seg... ×

Total Profit $1,522,349

Northwest Ter... $569,398
Nunavut $340,729
Atlantic $225,224
West $154,465
Ontario $154,087
Prarie $57,606
Quebec $14,422
Yukon $6,418

Consumer $5,273
Corporate $3,932
Home Office $3,848
Small Business $1,369