

# Patterns and Trends in Offuture Sales Data Between 2011- 2014





# Agenda

- Sales & profit across the world
- Growth of Offuture order count, sales and profit over time
- Average shipping time and its impact on order count by region
- Breakdown of profit & sales into segment, category, sub-category and products
- Loss of profit causes and suggestions to prevent this
- Key take aways from data analysis

# Reach Of Offutures



# Sales & Profit Across the World

Sales



151

2,297,201

Profit Margin



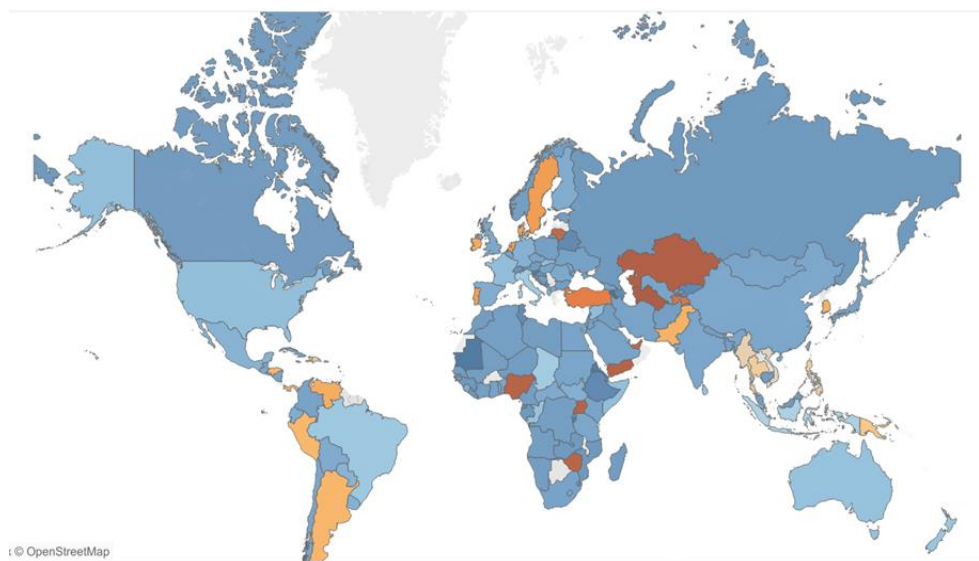
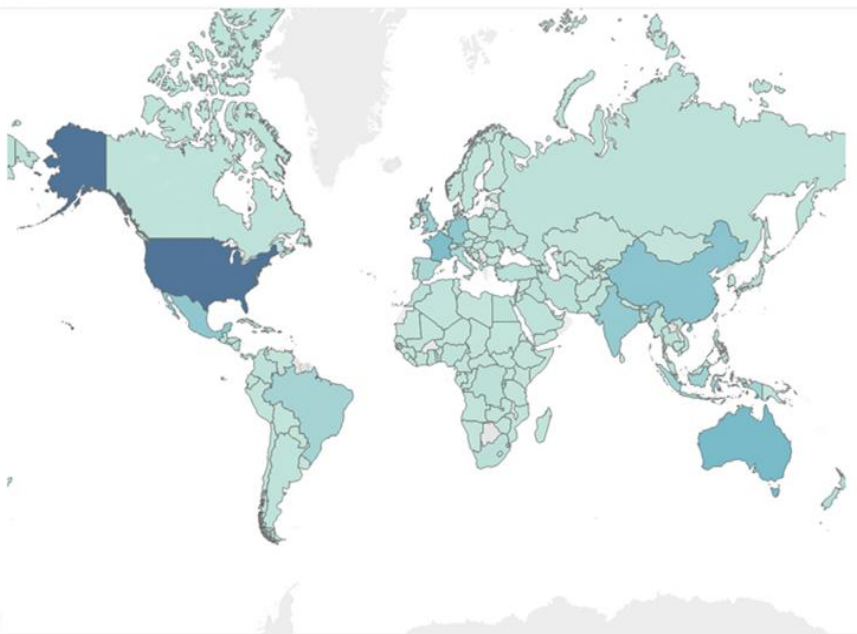
-148.57%

0.00%



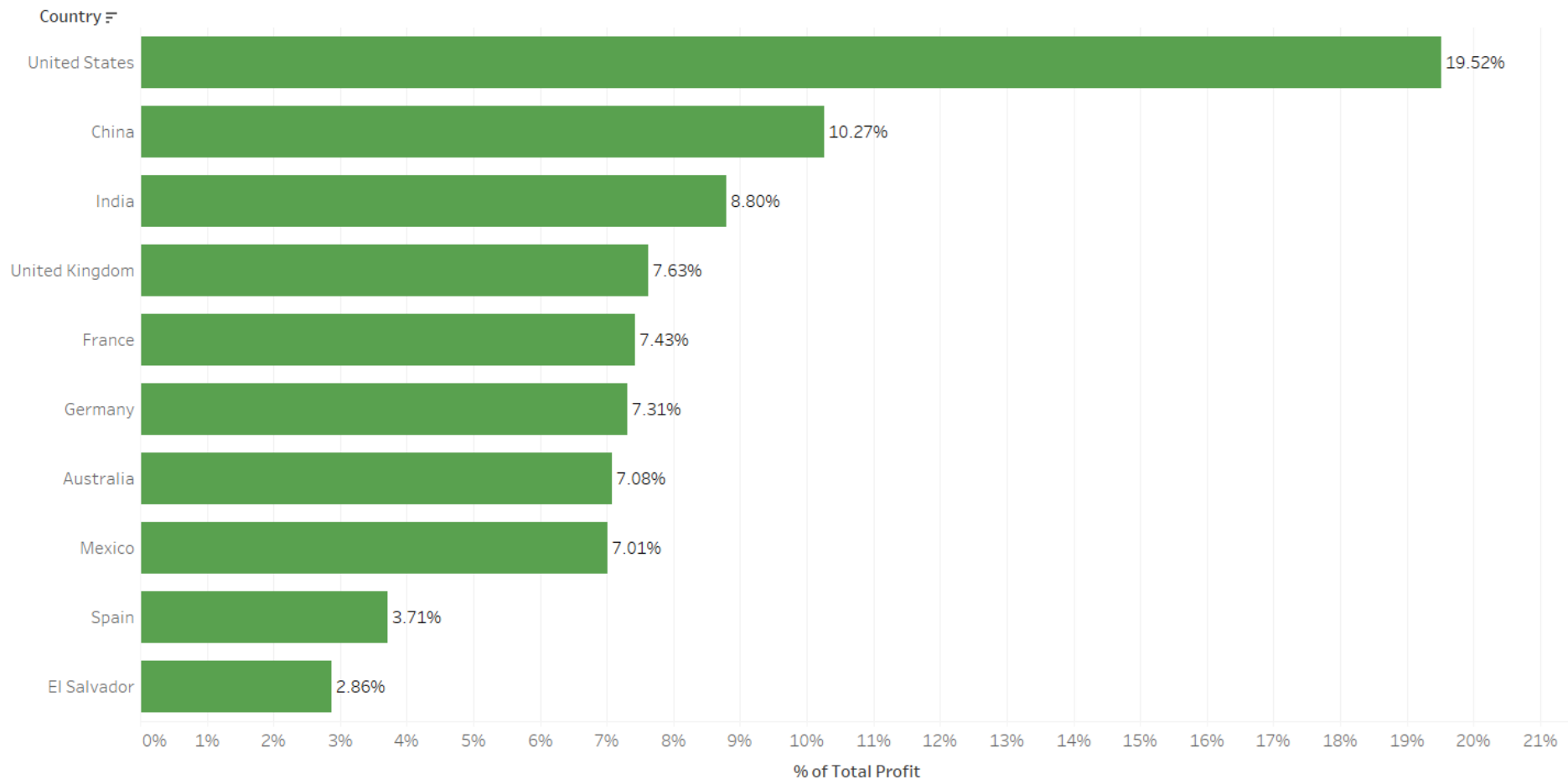
0.00%

44.08%

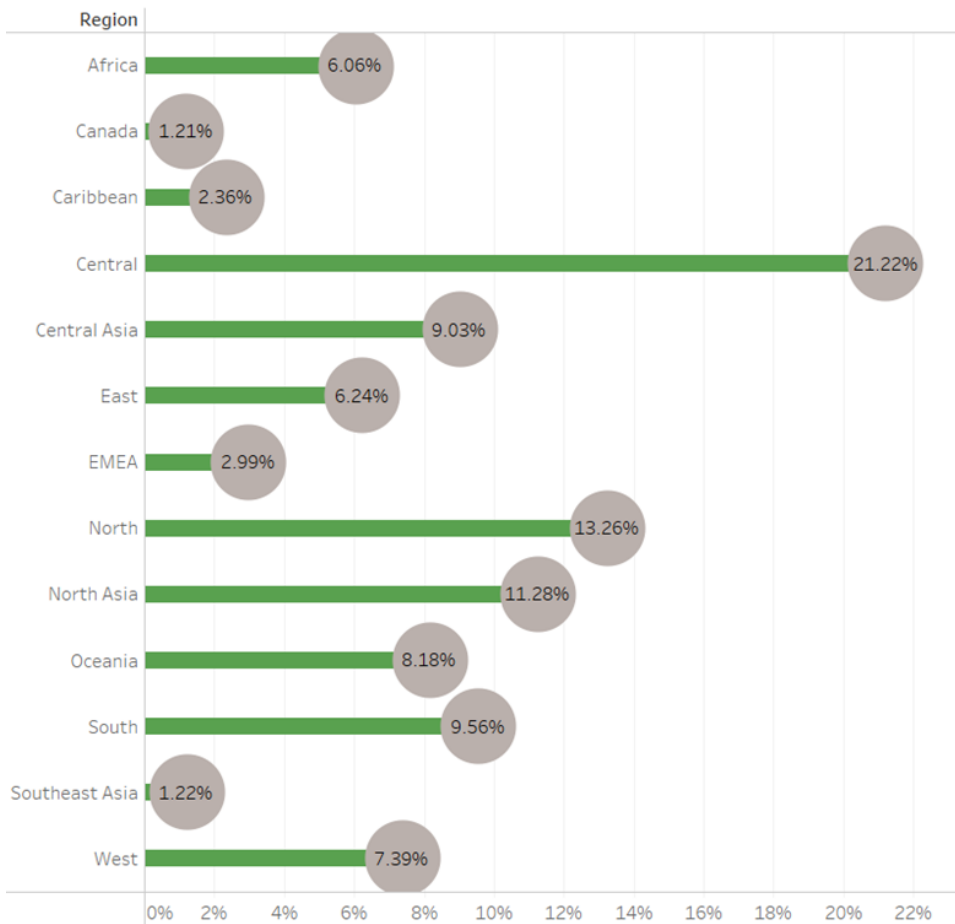


© OpenStreetMap

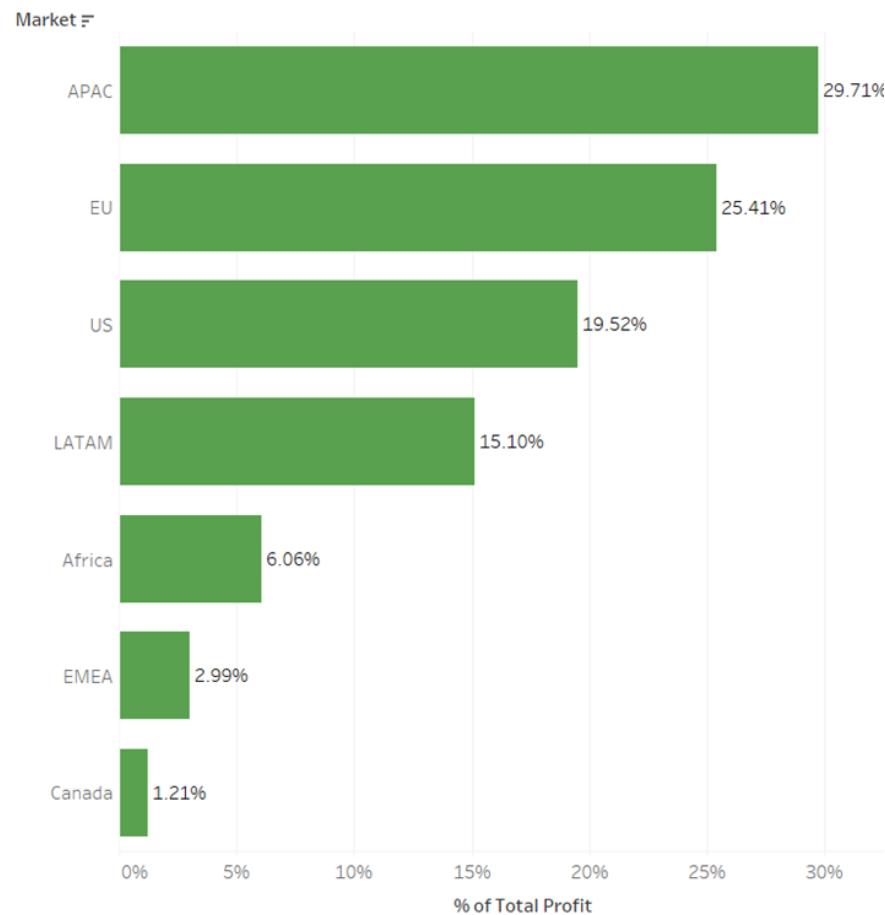
## Top 10 Countries With Highest Profit %



### Profit % By Region



### Total Profit % By Market



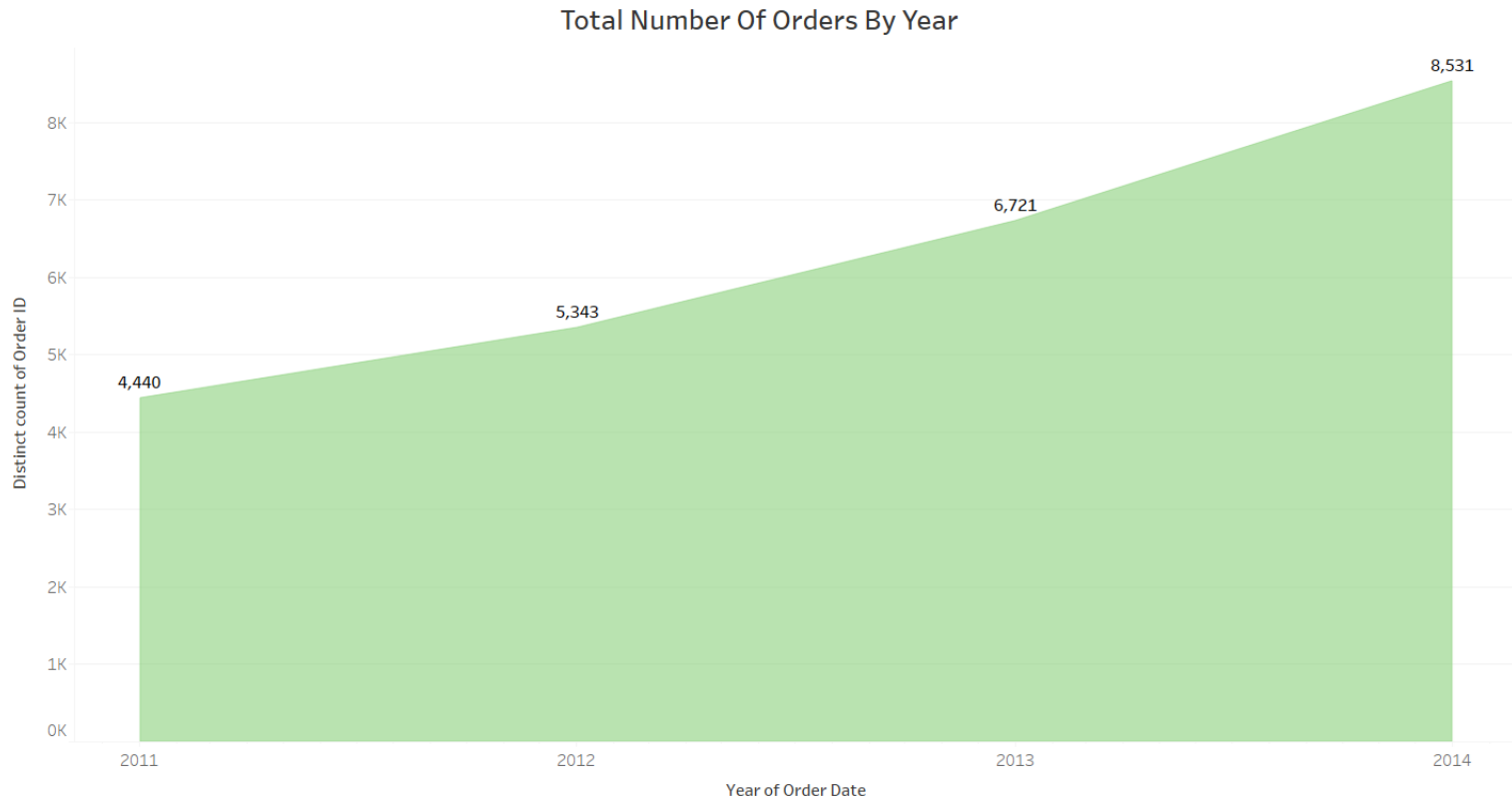
# Growth of Offfuture

By the Number of Orders



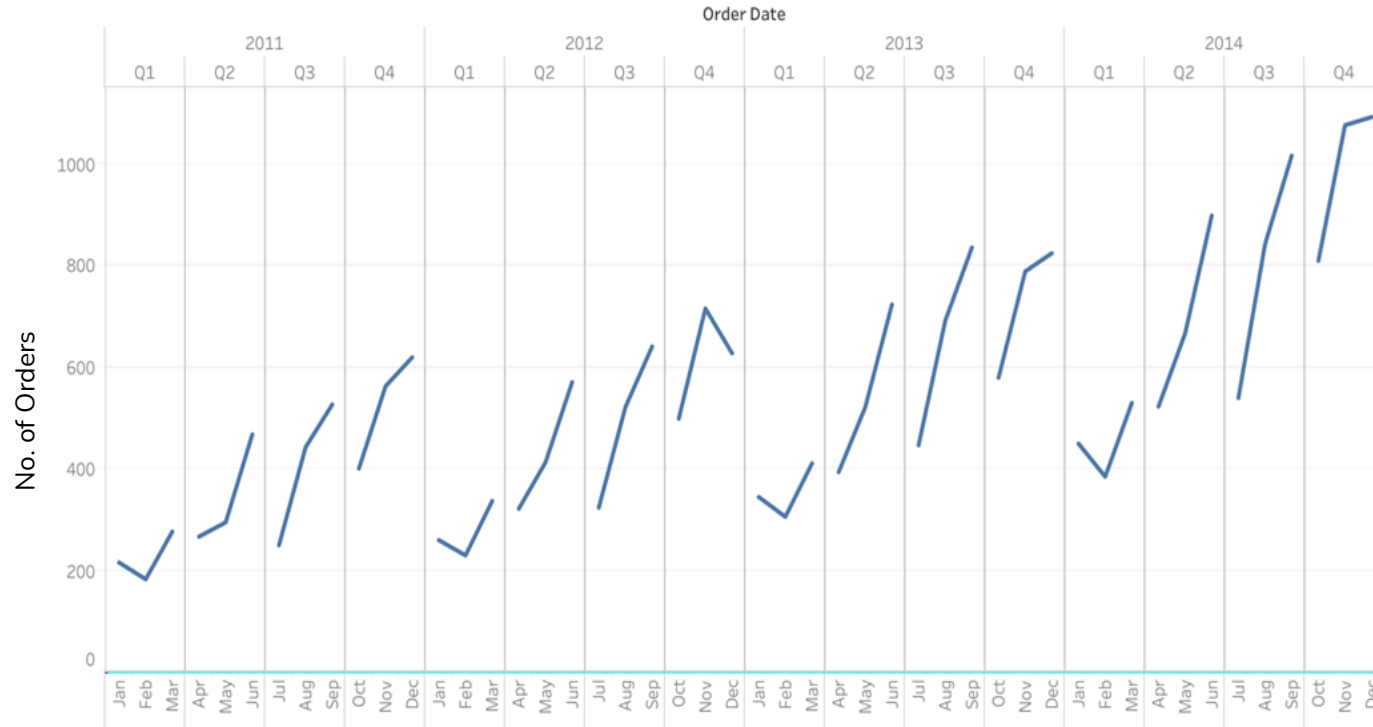


# Growth of the Company by Order Count



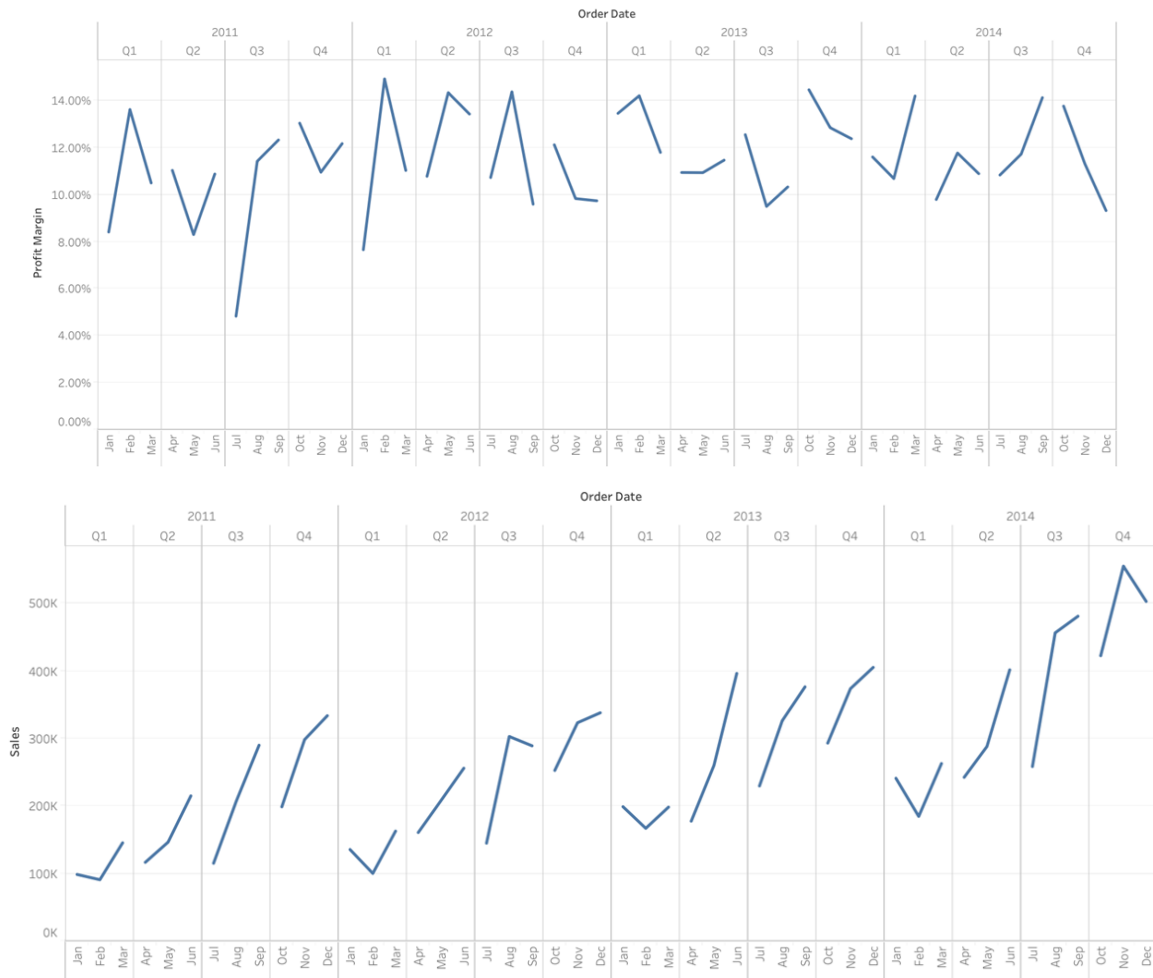


# Total Number of Orders By Month and Quarter



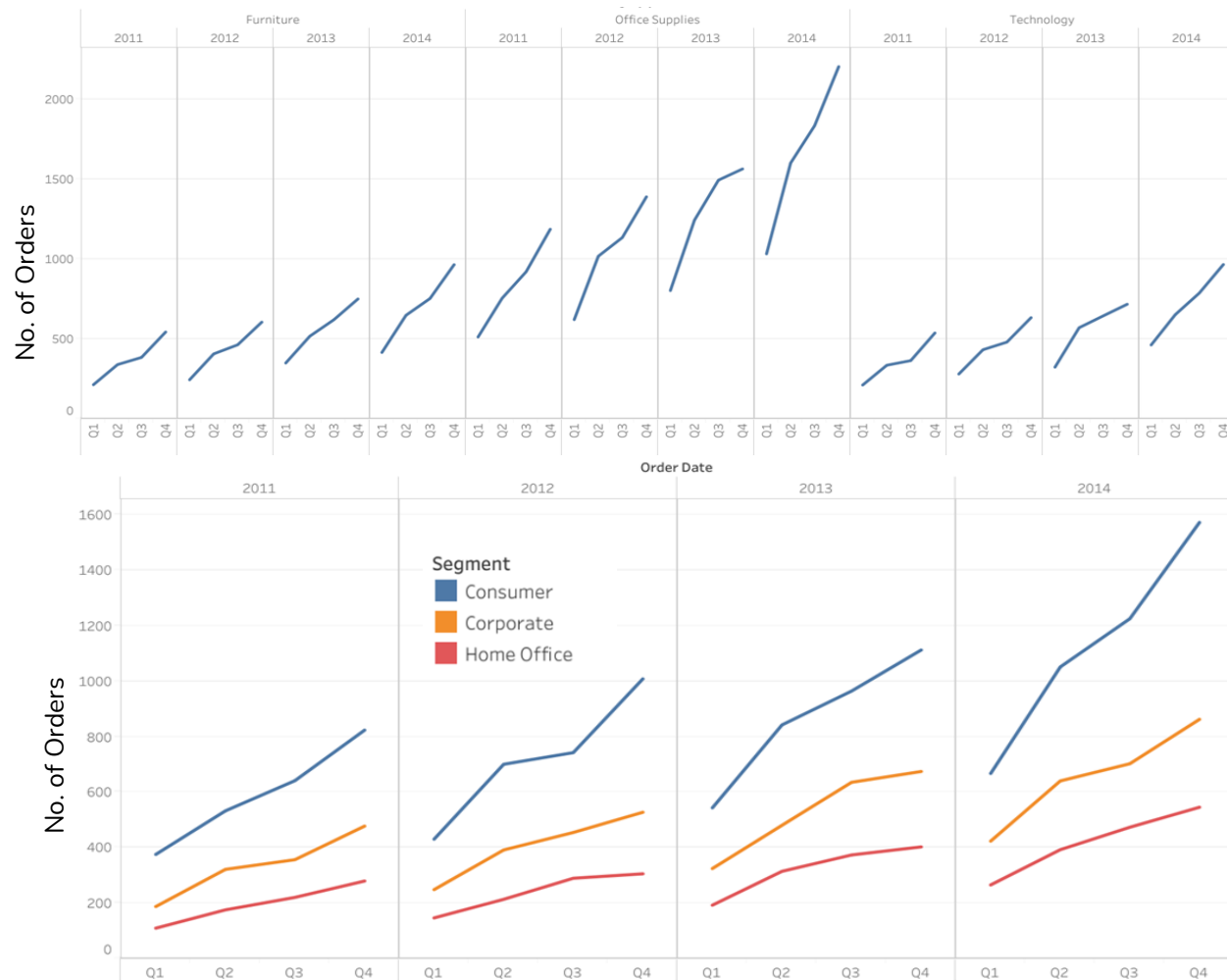


# Comparing the Increase in Orders to Sales and Profit Margin across each Quarter



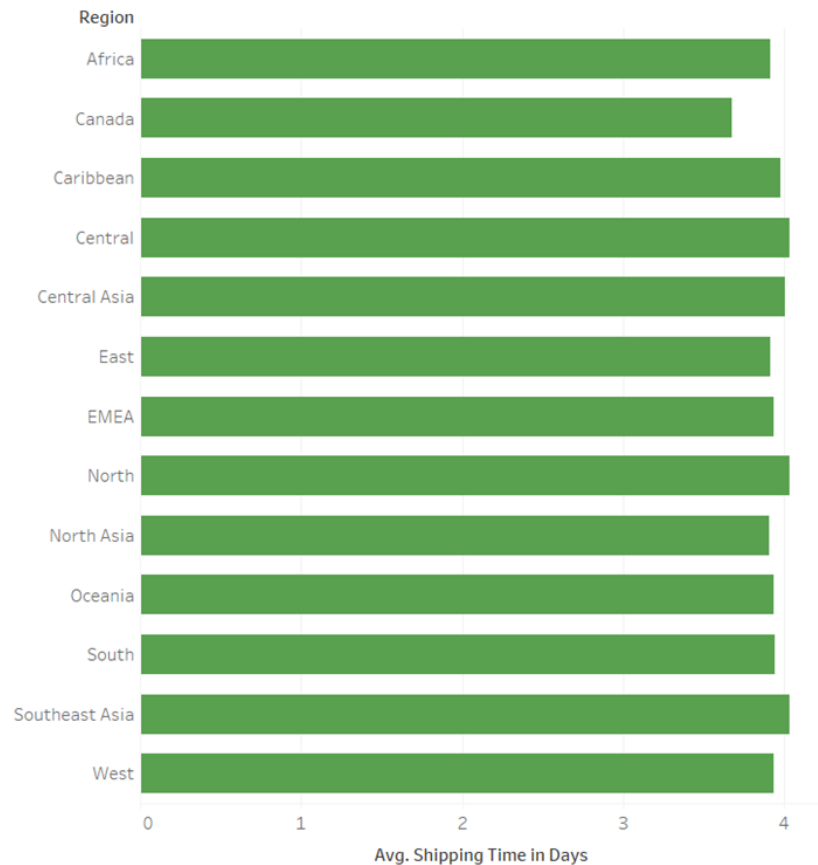


# Breakdown of Order Count Against Category, Segment and Order Date

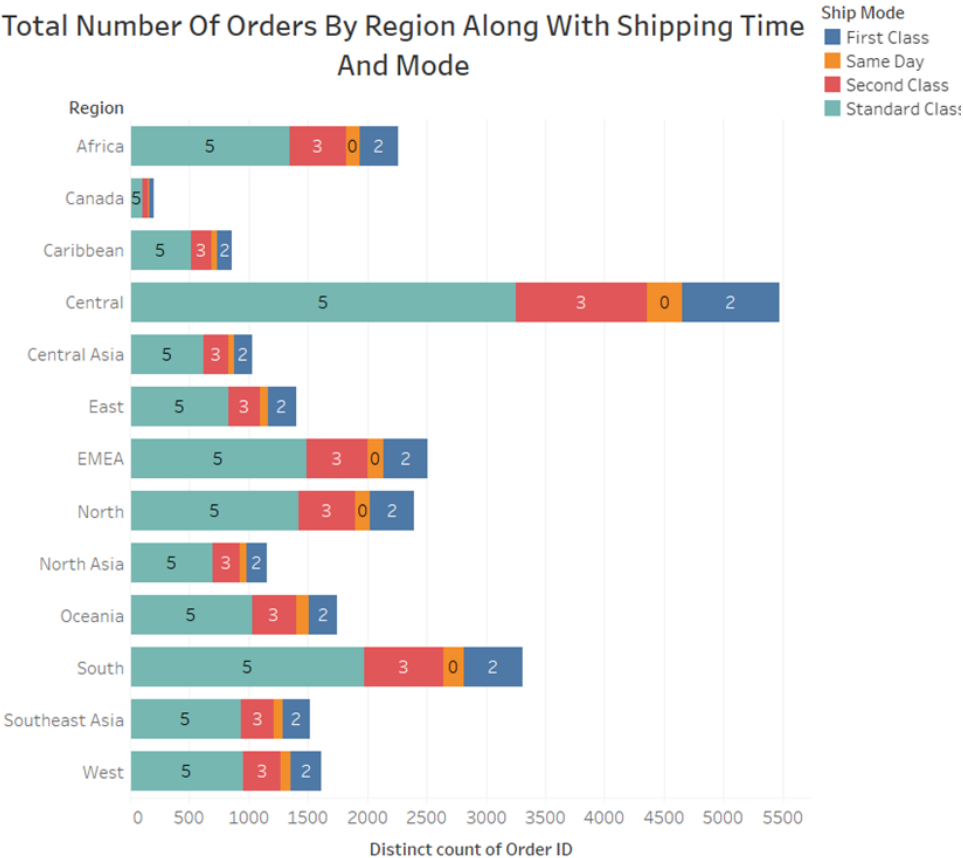


# Average Shipping time and Order Count By Region

## Average Shipping Time By Region



## Total Number Of Orders By Region Along With Shipping Time And Mode



Distinct count of Order ID for each Region. Colour shows details about Ship Mode. The marks are labelled by average of Shipping Time.

# Breakdown of Offuture Profit and Sales



# Sales and Profit by Category

## Total Orders By Category



## Total Sales By Category



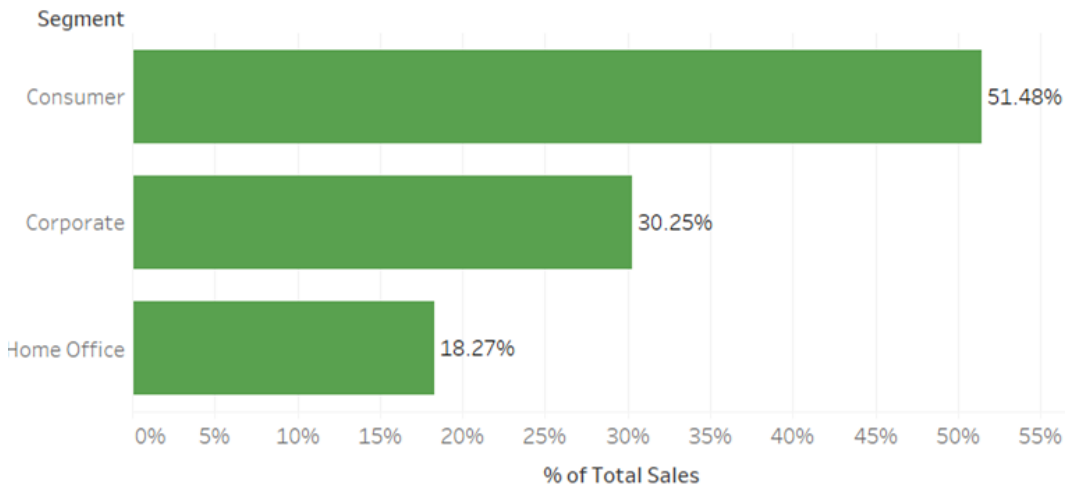
## Total Profit By Category



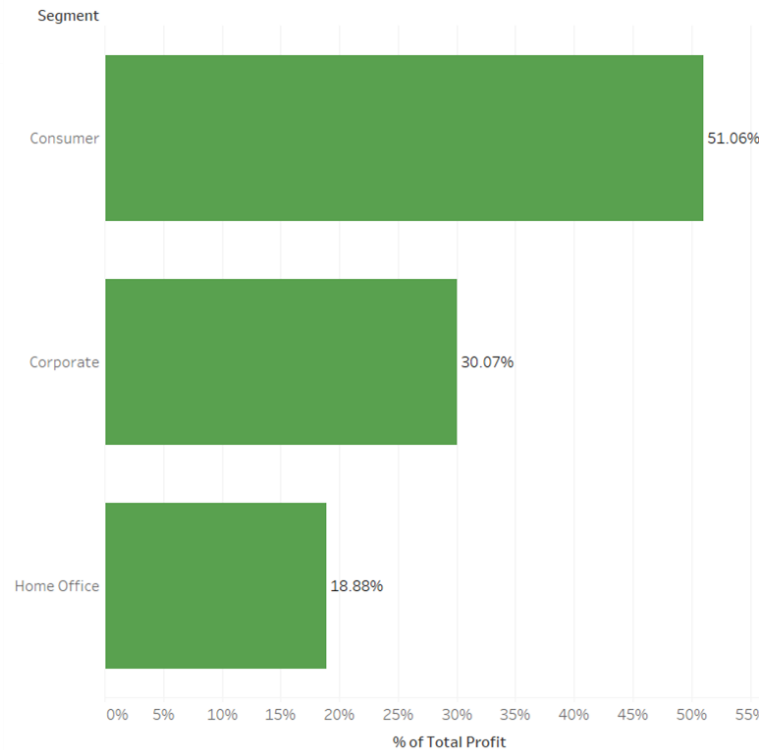
# Sales and Profit By Segment



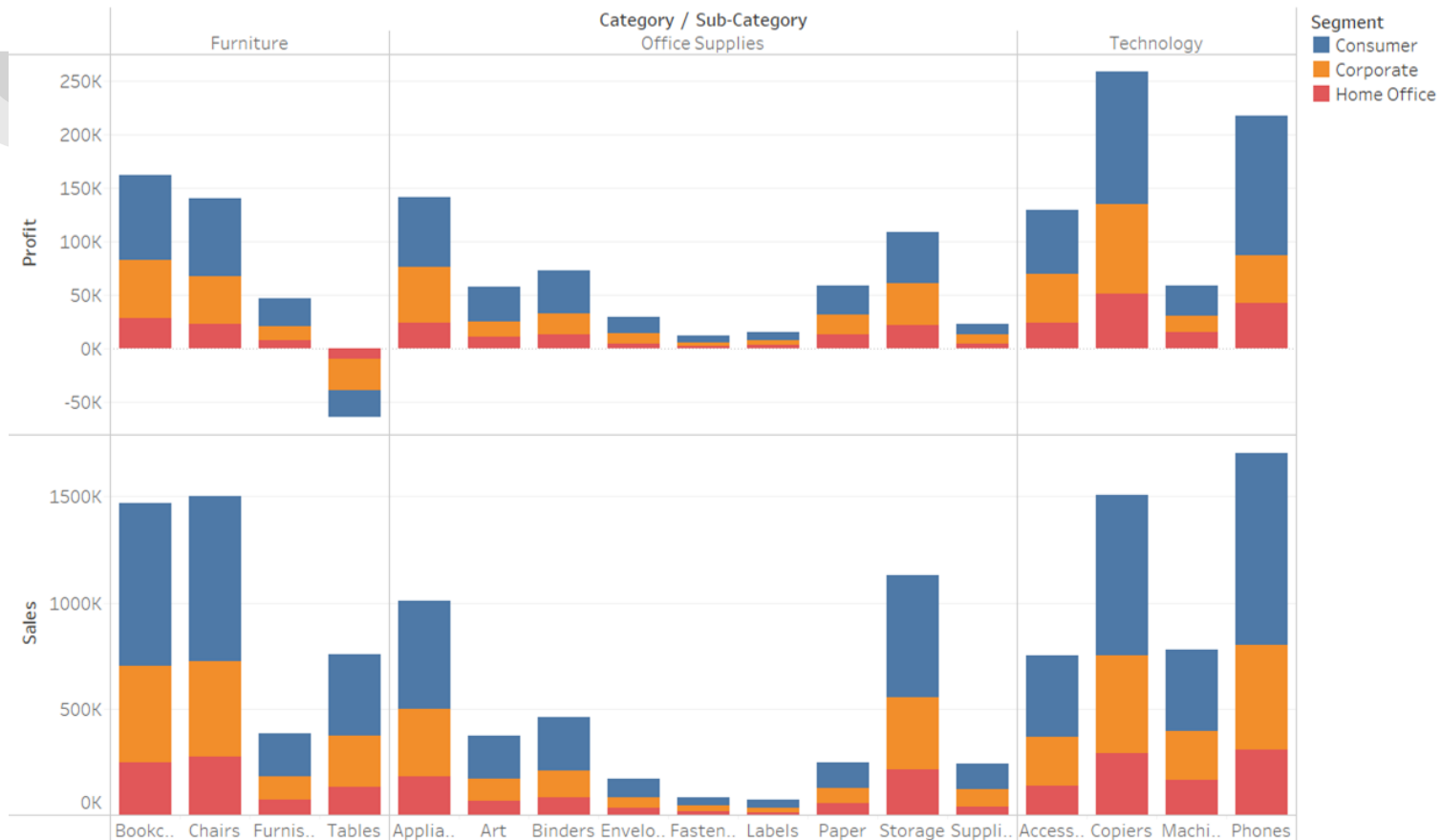
## Total Sales By Segment



## Total Profit By Segment



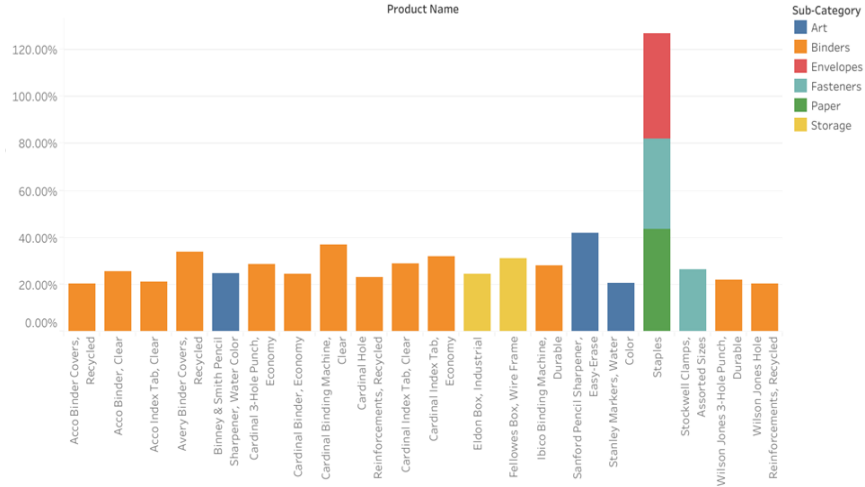
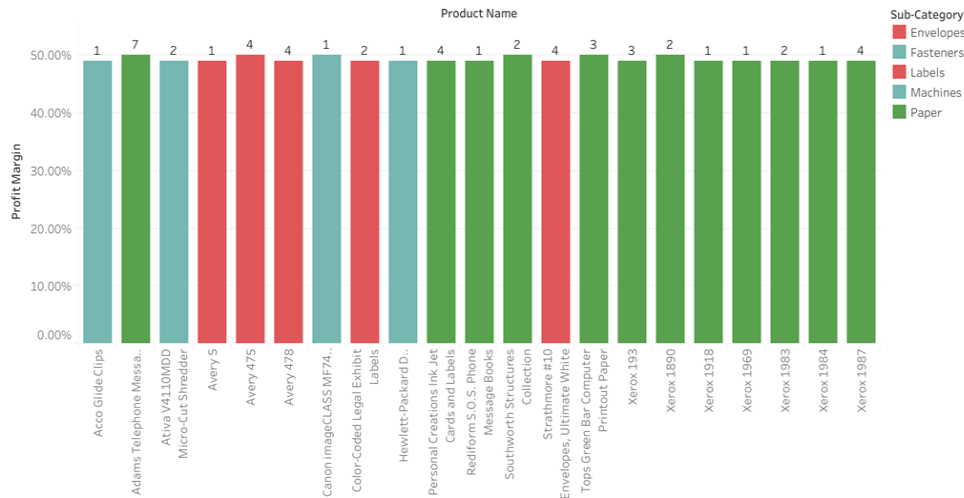
# Sales and Profit By Sub-Category



Sum of Profit and sum of Sales for each Sub-Category broken down by Category. Color shows details about Segment. The view is filtered on sum of Profit, which ranges from -29,520 to 129,585.



# Most Profitable Products



# Least Profitable Products



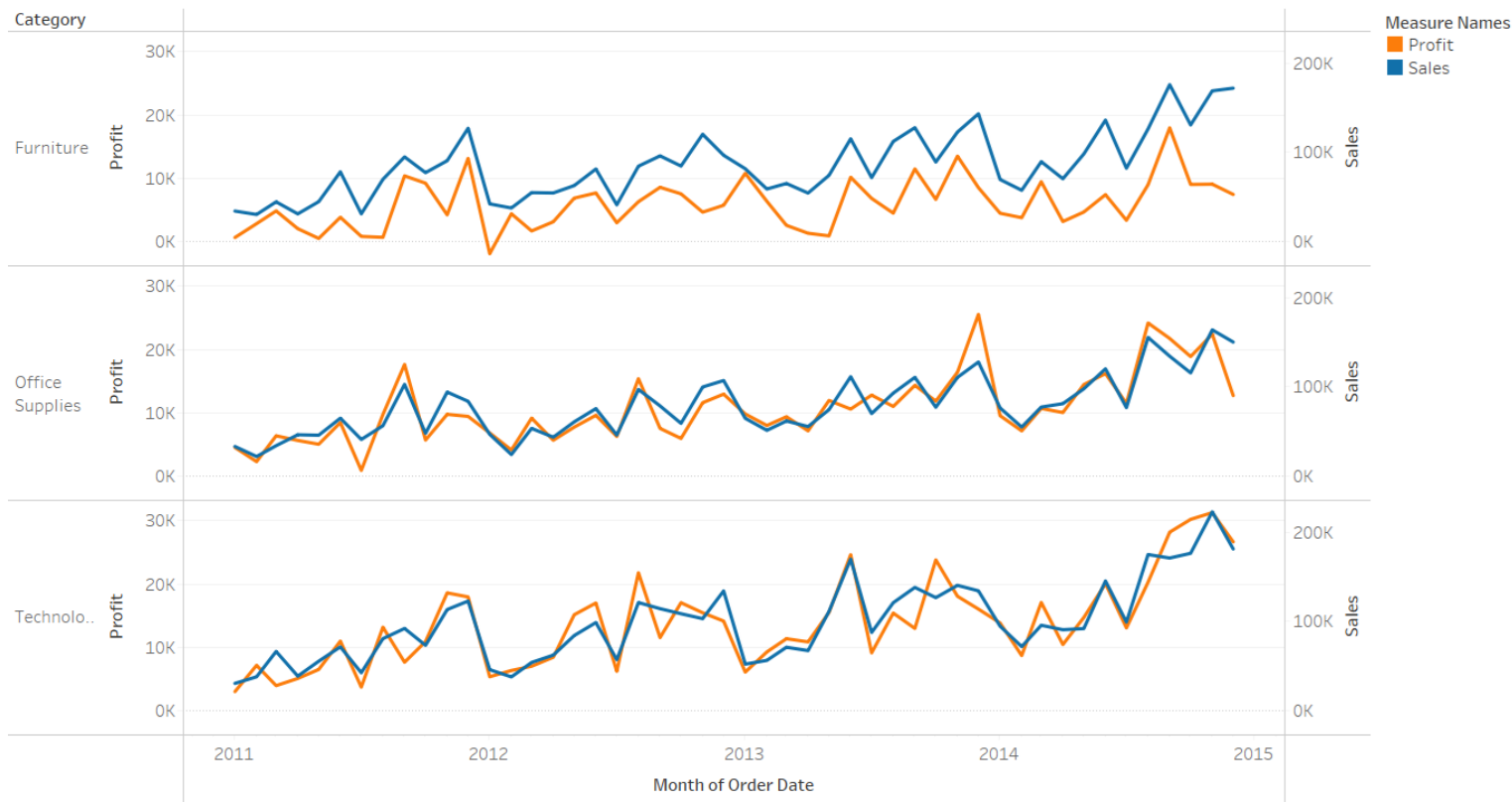
Sub-Catego..	Product Name	Count of Order ID	Profit Margin	Avg. Discount
Appliances	Eureka Disposable Bags for Sanitaire Vibra Groomer I Upright Vac	1	-275.00%	80.00%
	Euro Pro Shark Stick Mini Vacuum	3	-190.71%	60.00%
Bookcases	Bush Westfield Collection Bookcases, Dark Cherry Finish, Fully Assembled	1	-210.00%	70.00%
Machines	Okidata B401 Printer	1	-140.00%	70.00%
	Zebra GK420t Direct Thermal/Thermal Transfer Printer	1	-133.33%	70.00%
Tables	Chromcraft Coffee Table, Fully Assembled	4	-159.87%	58.75%
	Chromcraft Training Table, Adjustable Height	1	-230.01%	80.00%

Sub-Catego..	Product Name	Count of Sales	Profit Margin
Accessories	Belkin Memory Card, USB	24	-18.56%
Art	Boston Sketch Pad, Water Color	35	-19.83%
Chairs	Harbour Creations Rocking Chair, Set of Two	20	-20.24%
Furnishings	Deflect-O Clock, Black	24	-24.29%
	Deflect-O Door Stop, Black	26	-21.92%
Phones	Samsung Audio Dock, with Caller ID	20	-27.89%
Storage	Eldon Shelving, Single Width	38	-15.58%
	Fellowes Box, Single Width	32	-16.14%
	Tenex Shelving, Blue	40	-16.45%

# Causes of Offuture Profit Loss



## Yearly Sales Growth



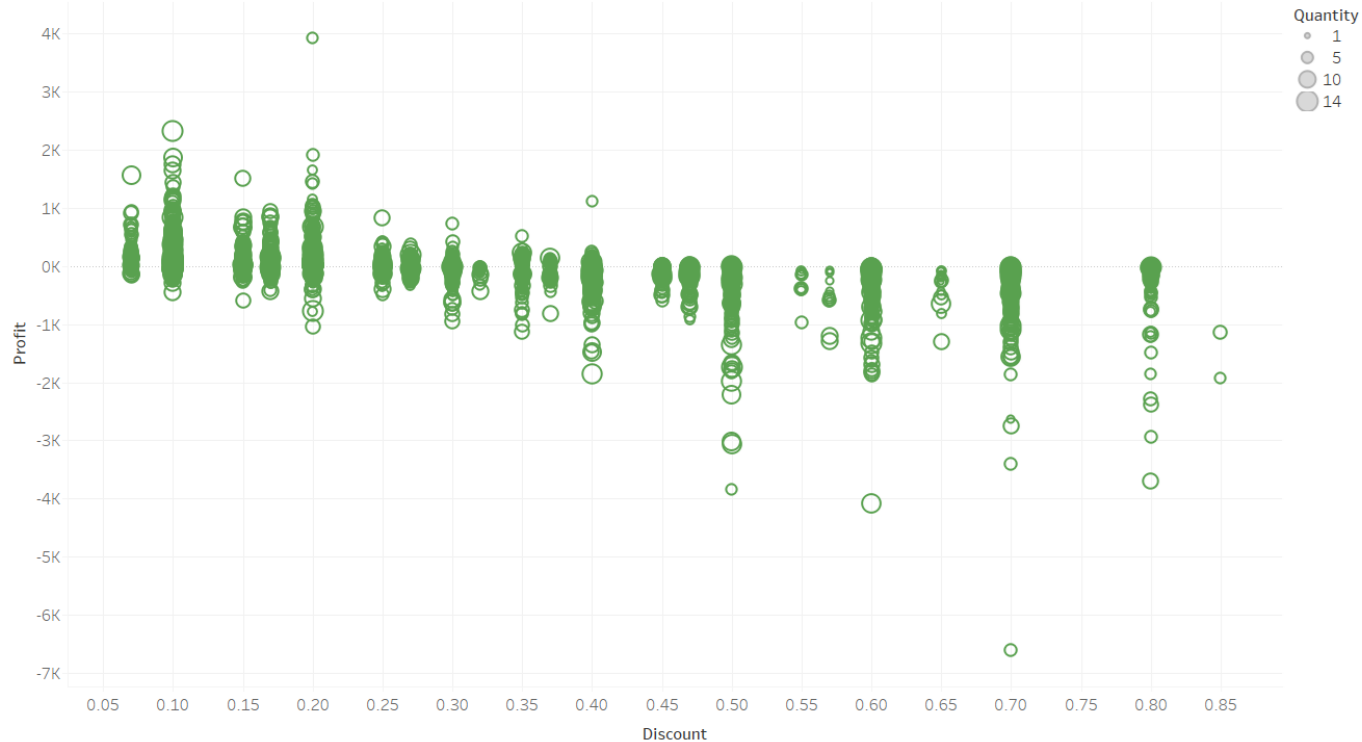
The trends of Profit and Sales for Order Date Month broken down by Category. Color shows details about Profit and Sales. The data is filtered on Order Date, which ranges from 01/01/2011 to 31/12/2014. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.



How much discount is given for every order.

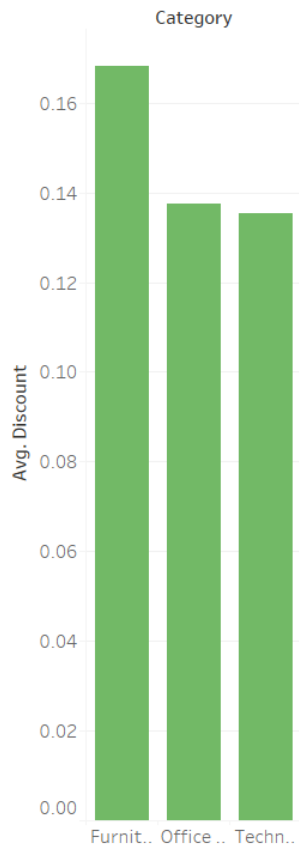
We can see a large area of loss from a discount of 0.4 onwards.

Profit vs Discount



Discount vs. Profit. Size shows Quantity as an attribute. The data is filtered on average of Profit, which ranges from -6,599.978 to 8,399.976 and keeps Null values. The view is filtered on Discount, which ranges from 0.0700 to 0.8500.

## Category Average Discount



Average of Discount for each Category.

As we have mentioned that giving a product of a discount of 0.4 or more will generally give you a loss,

There are 163 Products with an average discount of 0.4 or more

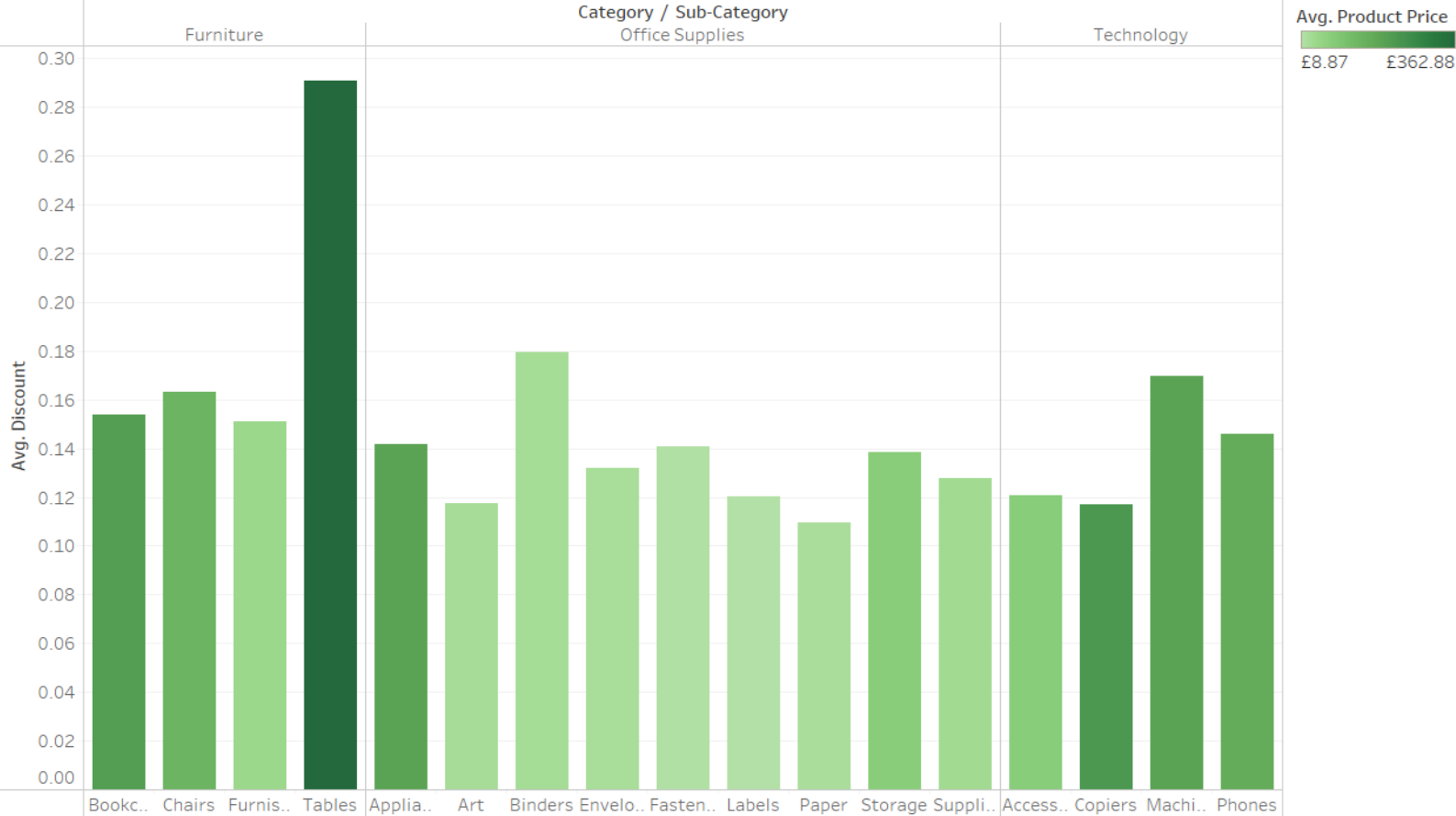
36 of those are Furniture (4.3% of all furniture products)

30 are Technology (3.4% of all technology products)

97 are Office Supplies (4.7% of all office supplies products)

These Products have an average profit range from £95 to -£3,840

# Category Average Discount



Average of Discount for each Sub-Category broken down by Category. Color shows average of Product Price. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

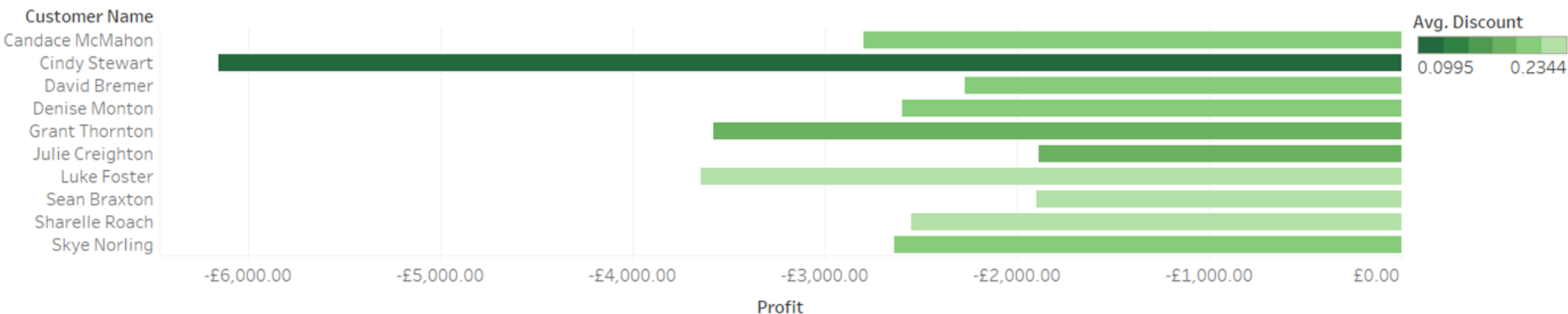
## Customers with Greater than £15 Average Loss per Item

Customer Name	Sales	Profit	Avg. Prof..	Discounted Orders	Quantity	% of Quantity Discounted
Nicole Brennan	£5,935.08	-£691.43	-£22.30	19	93	69.9
David Bremer	£6,273.83	-£2,270.70	-£66.79	18	116	59.5
Cindy Stewart	£13,429.75	-£6,151.56	-£146.47	13	153	38.6
Candace McMahon	£14,794.67	-£2,798.79	-£60.84	30	172	68.0
Grant Thornton	£20,225.36	-£3,577.92	-£74.54	24	182	50.0
Jim Radford	£15,923.13	-£760.42	-£15.84	17	143	45.5
John Dryer	£11,590.82	-£1,198.71	-£24.97	29	173	71.7
Sharelle Roach	£13,002.46	-£2,551.19	-£49.06	32	206	62.1
Sean Braxton	£20,513.94	-£1,896.98	-£35.79	27	208	48.6
Corinna Mitchell	£15,578.56	-£955.06	-£17.69	32	174	60.9
Tamara Dahlen	£7,704.57	-£948.12	-£16.35	33	184	54.9
Denise Monton	£22,053.31	-£2,597.80	-£44.03	32	240	55.4
Luke Foster	£13,421.24	-£3,644.35	-£59.74	32	246	52.0
Julie Creighton	£14,994.04	-£1,889.11	-£29.99	29	228	42.5
Michael Granlund	£13,181.38	-£999.78	-£15.87	38	226	59.3
Jay Fein	£10,819.33	-£1,874.68	-£29.29	36	215	56.3
Ralph Kennedy	£14,000.04	-£1,555.79	-£24.31	30	208	55.3
Richard Bierner	£14,797.23	-£1,125.66	-£16.80	30	224	47.3
Skye Norling	£14,218.81	-£2,637.98	-£39.37	27	232	38.8
Michelle Tran	£17,772.32	-£1,788.04	-£26.29	36	253	53.0
Valerie Mitchum	£14,567.10	-£1,645.80	-£24.20	34	219	50.2
Henry Goldwyn	£17,165.27	-£1,597.51	-£22.50	33	271	40.2
Greg Matthias	£13,601.01	-£1,337.92	-£18.08	46	235	68.1



# Top 10 Worst Customers Based off of Total Profit

(Average Discount they received per order coloured)



Sum of Profit for each Customer Name. Color shows average of Discount. The view is filtered on sum of Profit, which ranges from -£6,437.37 to -£1,875.00.



## Key Take Aways

- Overall performance of the business is strong, and revenue, profit and the number of orders received are increasing year on year.
- Technology brings in the most profit and revenue whilst furniture brings in the least.
- Tables is the only sub-category consistently making a loss, need a new strategy going forward
- Consumer generates the most profit and home office generates the least
- Need to rethink how you give and apply discounts to orders
- 48.5% of your orders between 2011-2014 had a discount applied
- Cut out discounts of more than 40%, unless for an exceptional reason



**Any Questions ?**