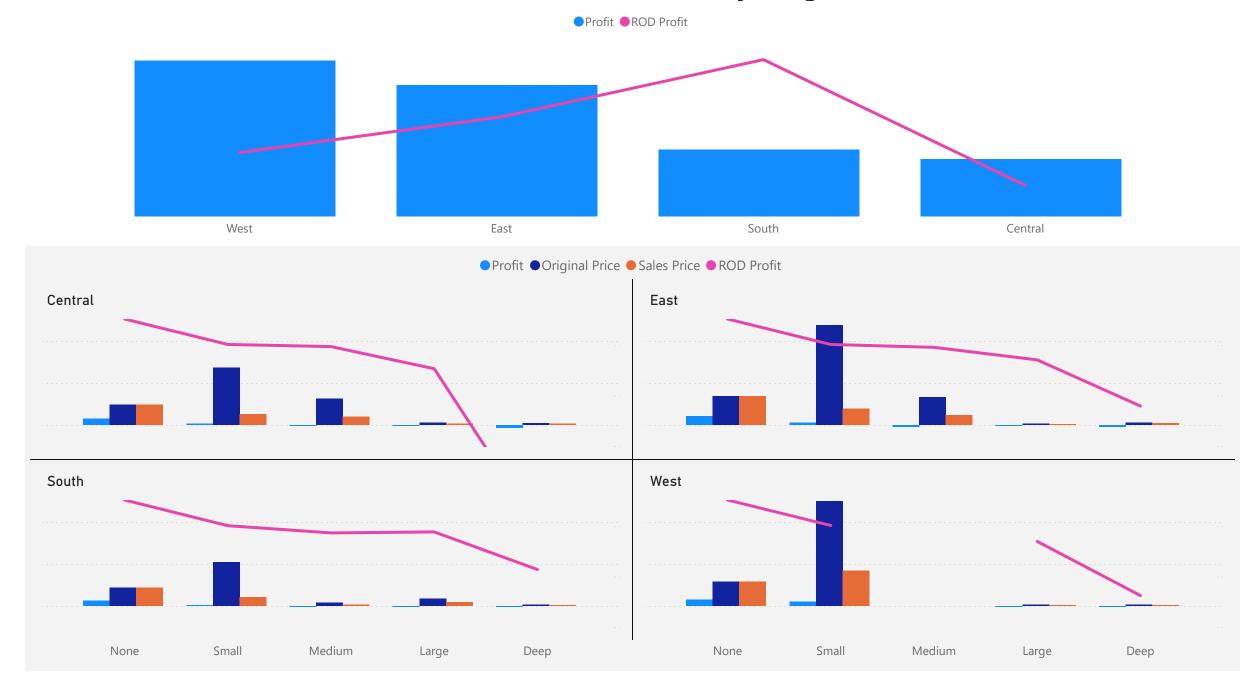


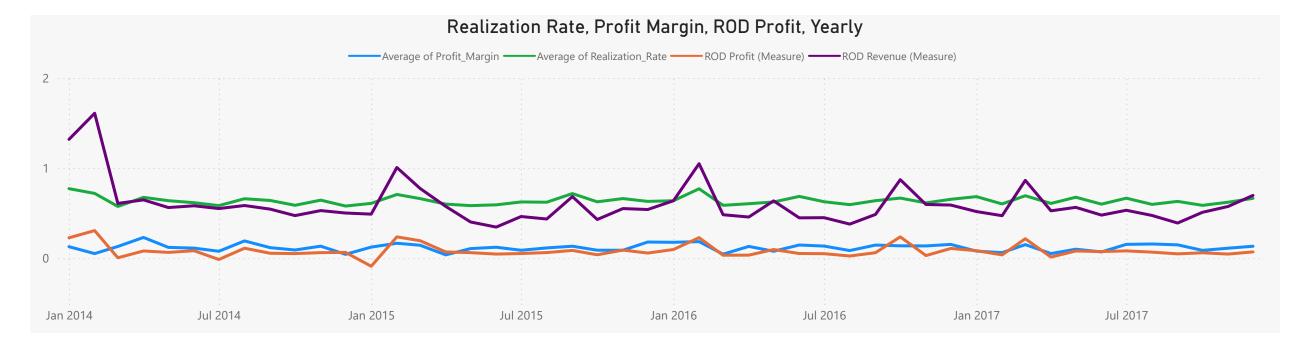
## Profit and ROD Profit by Region



## **Product Categories and Revenue Performance Metrics**

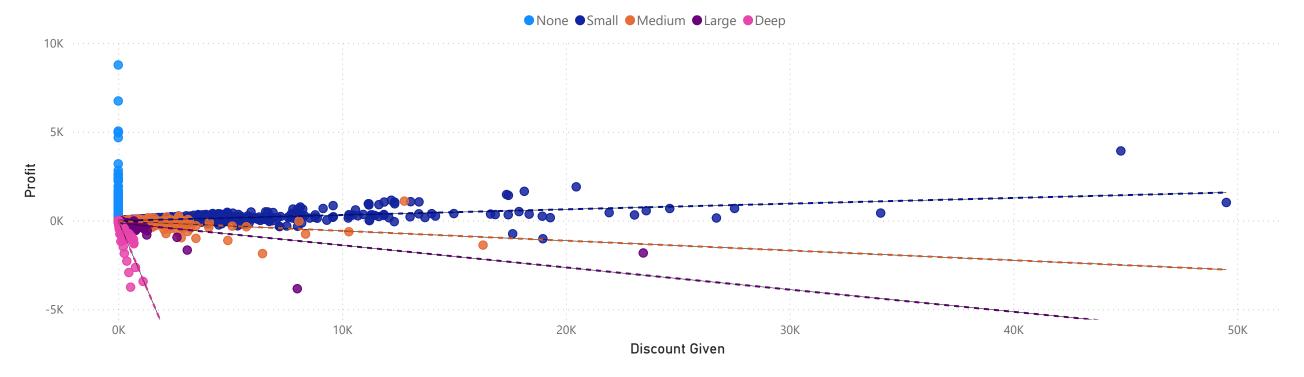
Office Supplies	Technology
	Furniture

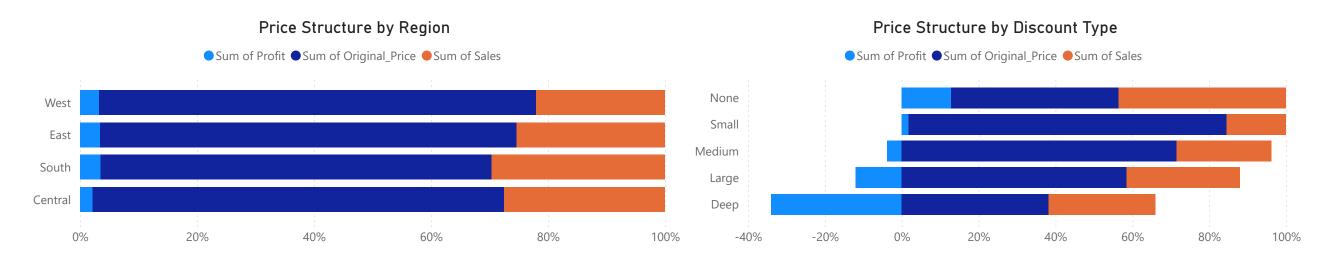
Category	Sub-Category	Avg Profit Margin	Avg Realization Rate	ROD Profit	ROD Revenue
Office Supplies	Appliances	-0.16	0.75	0.14	0.85
Furniture	Furnishings	0.14	0.73	0.13	0.92
Office Supplies	Labels	0.43	0.73	0.43	0.96
Office Supplies	Storage	0.09	0.70	0.08	0.85
Office Supplies	Art	0.25	0.70	0.18	0.74
Office Supplies	Paper	0.43	0.70	0.34	0.77
Office Supplies	Supplies	0.11	0.69	-0.02	0.77
Technology	Accessories	0.22	0.69	0.22	0.86
Office Supplies	Envelopes	0.42	0.68	0.30	0.70
Office Supplies	Fasteners	0.30	0.67	0.20	0.63
Office Supplies	Binders	-0.20	0.59	0.09	0.57
Technology	Machines	-0.07	0.56	0.01	0.71
Tachnalagy	Dhanas	0.12	٥٤٥	0.06	0.45
Total		0.12	0.64	0.07	0.54



## **Discount Impact & Price Structure Analysis**

Discount vs. Profit by Discount Type





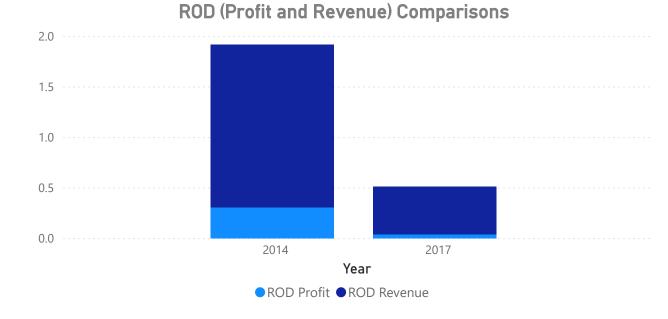
## **A Tale of Two Februaries**

Comparisons of Feb 2014 vs. Feb 2017





2014 Discount Type



2017 Discount Type

