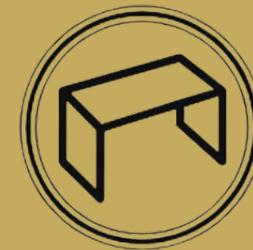


2011 - 2014 Report

A Descriptive Analysis to Detail Performance

Ben Sarsfield, Elif Varli, Fatima Gonzalez,
Katie Kitchen, Rowan Jarvis
HAVING GROUP



OFFUTURE
THE FUTURE OF OFFICE SUPPLIES



Agenda

Performance Overview

- **Profit change over time**
 - Profits by month
 - Seasonality of orders
 - Compound profit and revenue growth
- **Product success**
 - Popularity of product categories
 - Top products by sales
 - Top products by profit
- **Logistical performance**
 - Shipping insights

Deepdive - client insights

- **By Country**
 - Profits by country
 - Causes of loss
- **By State**
 - Profits by US state
 - Top state sales distributions
- **By Market**
 - Growth rate of markets
 - Profits by market
 - Sales distribution of key markets

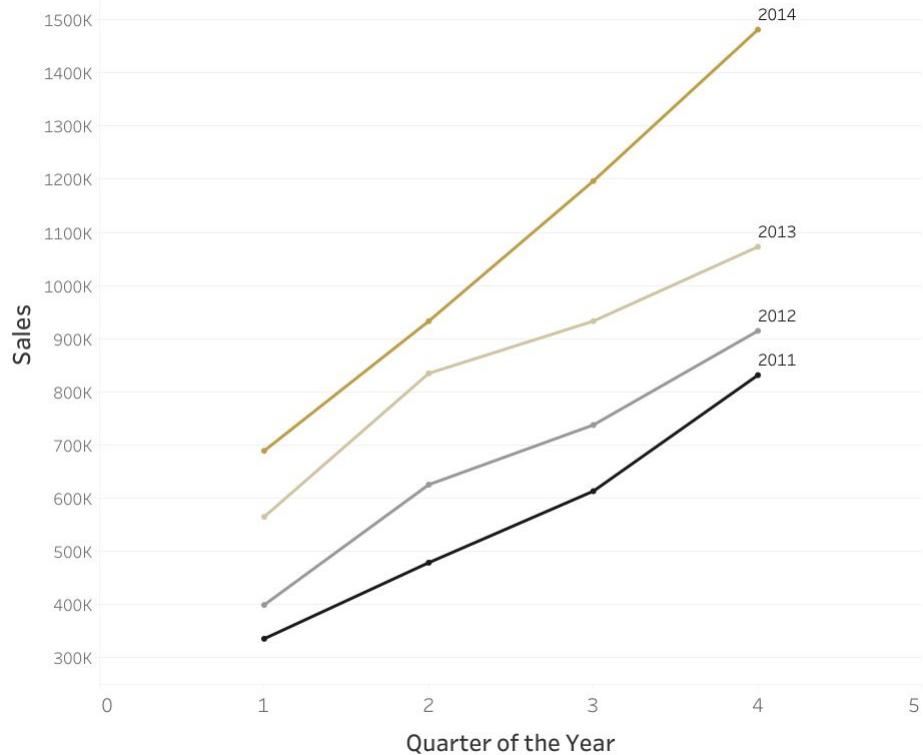
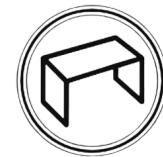


Performance Overview



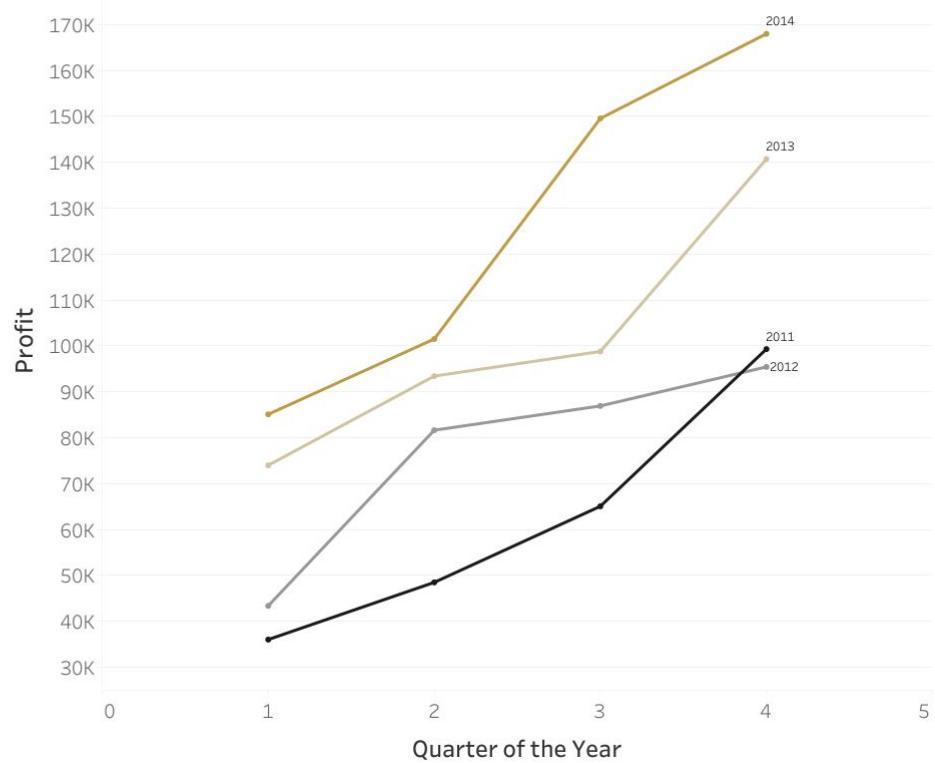
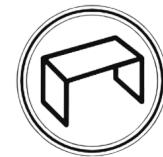
Let's start by looking
at your overall sales
changes...

Sales Trends by the Year



... and your overall profit changes

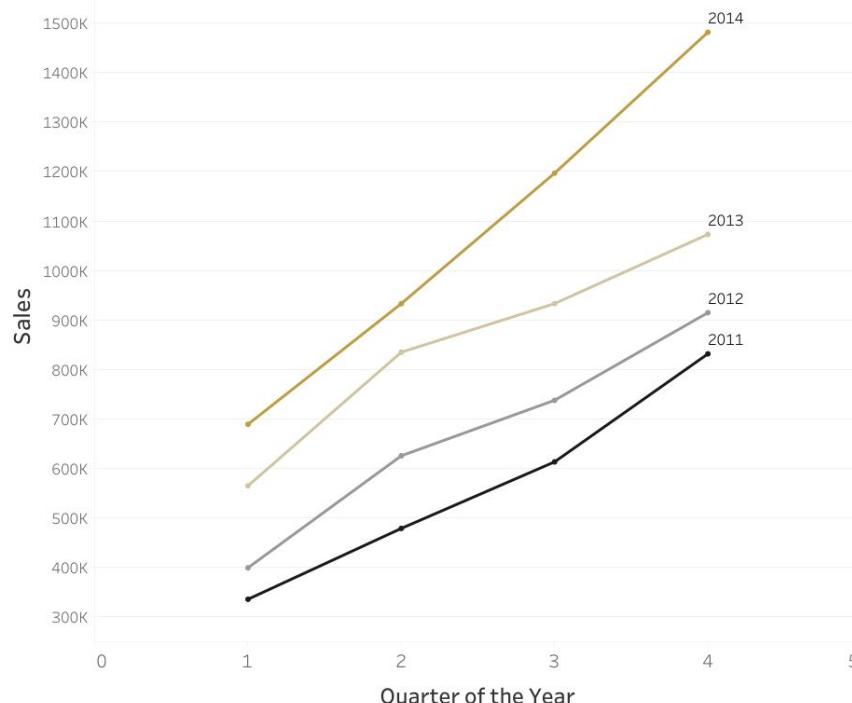
Profit Trends by the Year



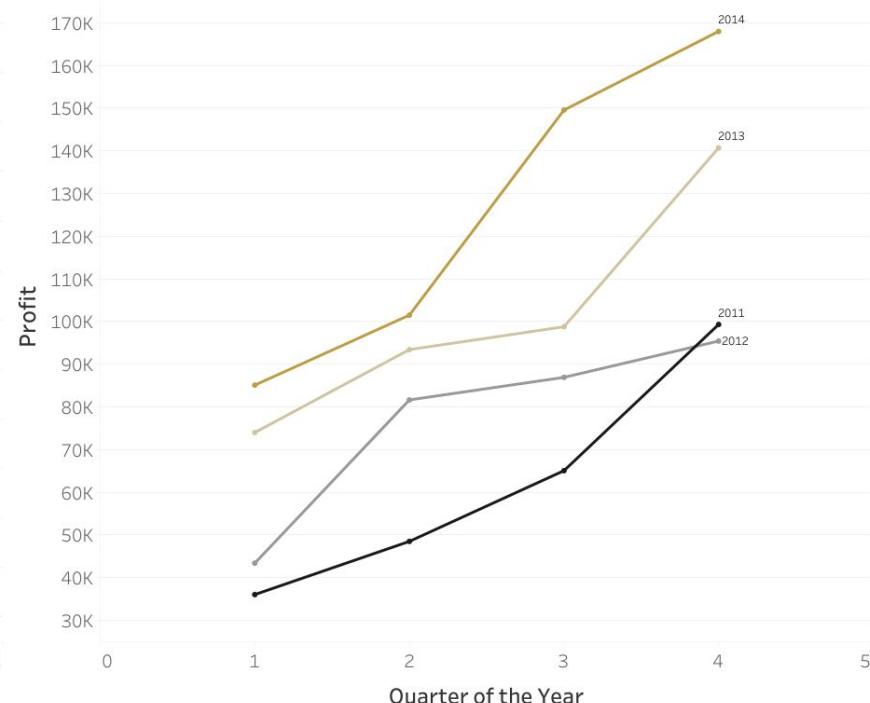


If we compare the trends of sales with the profit...

Sales Trends by the Year

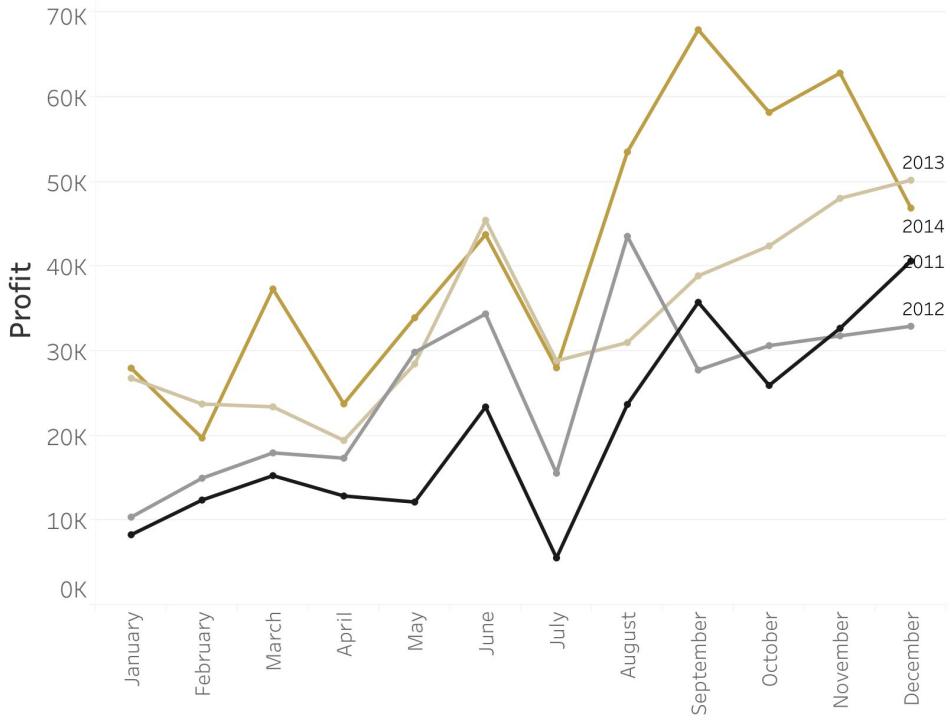


Profit Trends by the Year





Profit Trend by the Year

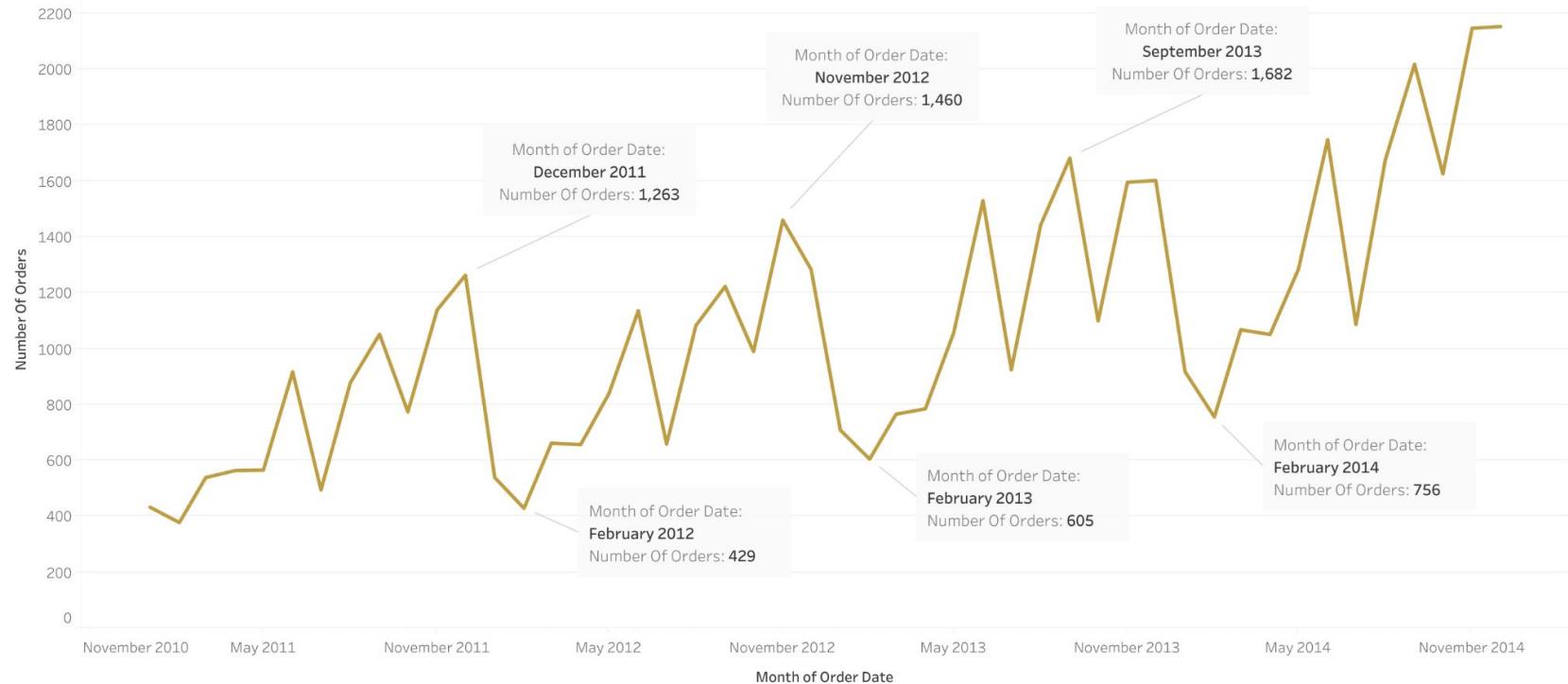


...and take a look
into monthly
profits



How does seasonality affect your orders?

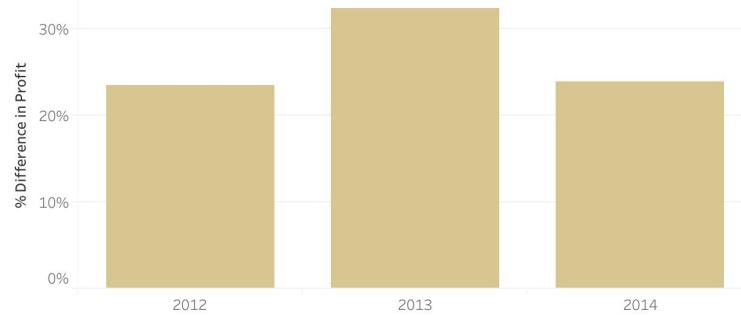
Number Of Orders Seasonally





How has your company grown?

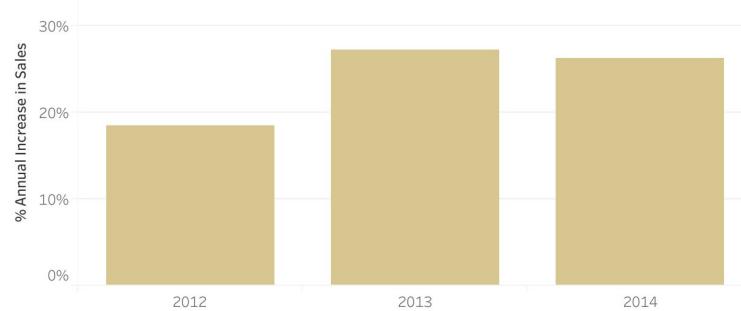
Year Over Year Profit Growth



Total Revenue

Year of Ship Date	
2011	2,222,376
2012	2,677,017
2013	3,390,476
2014	4,292,495
2015	60,138
Grand Total	12,642,502

Year Over Year Revenue Growth

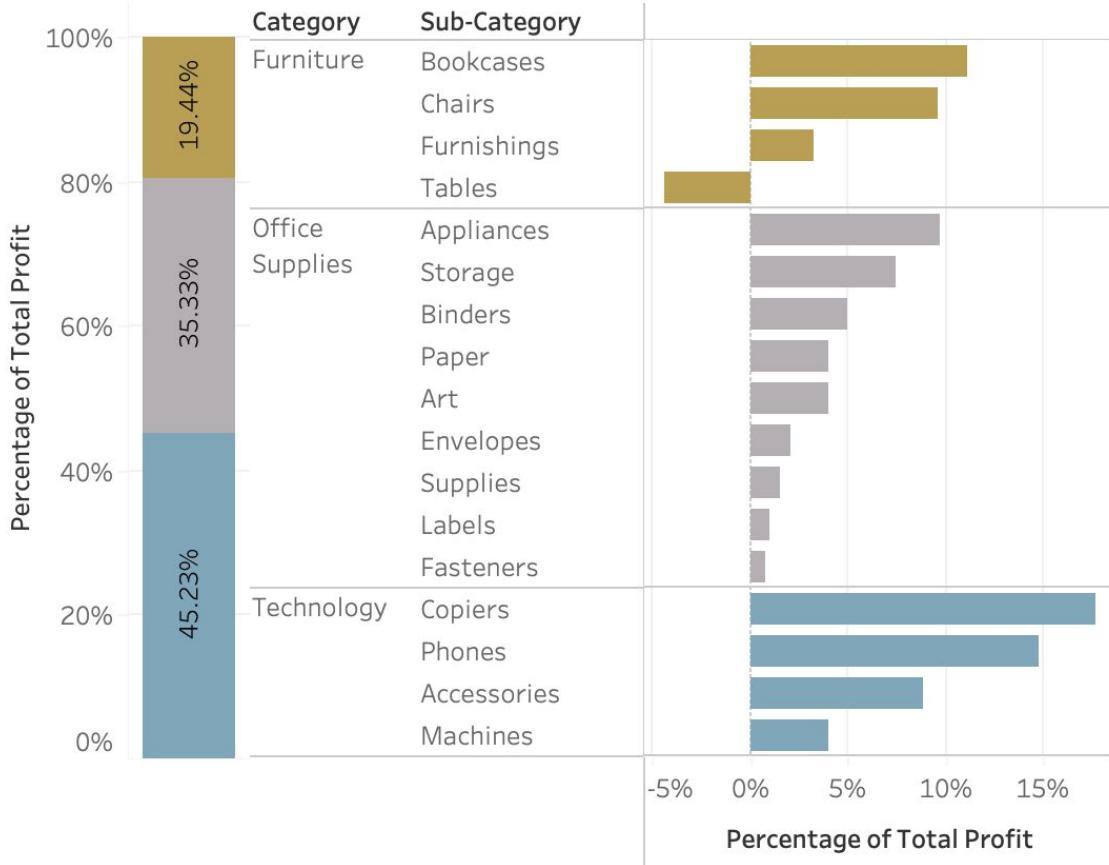


Total Profit

Year of Ship Date	
2011	243,631
2012	275,927
2013	319,985
2014	405,458
2015	305,201
Grand Total	1,467,457



Now let's have a look at your product categories



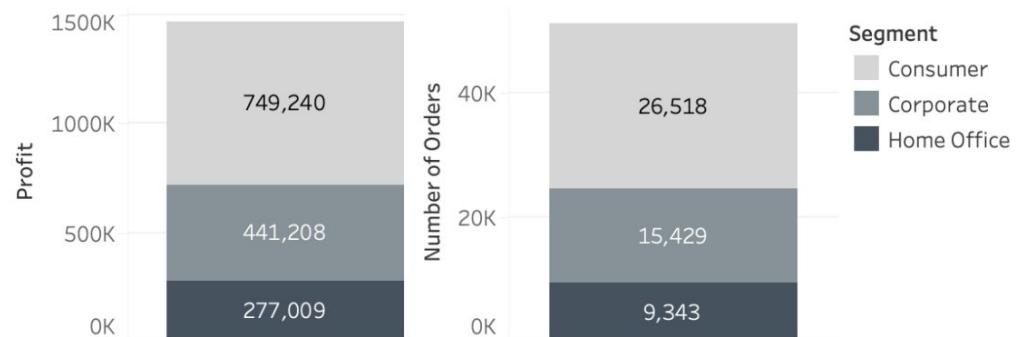
- **Technology** is the most profitable category accounting for 45% of Total Profits
- **Copiers** represent almost 20% and **Phones** around 15% of Total Profits



What about the segment distribution?

Profit percentage by segment and category

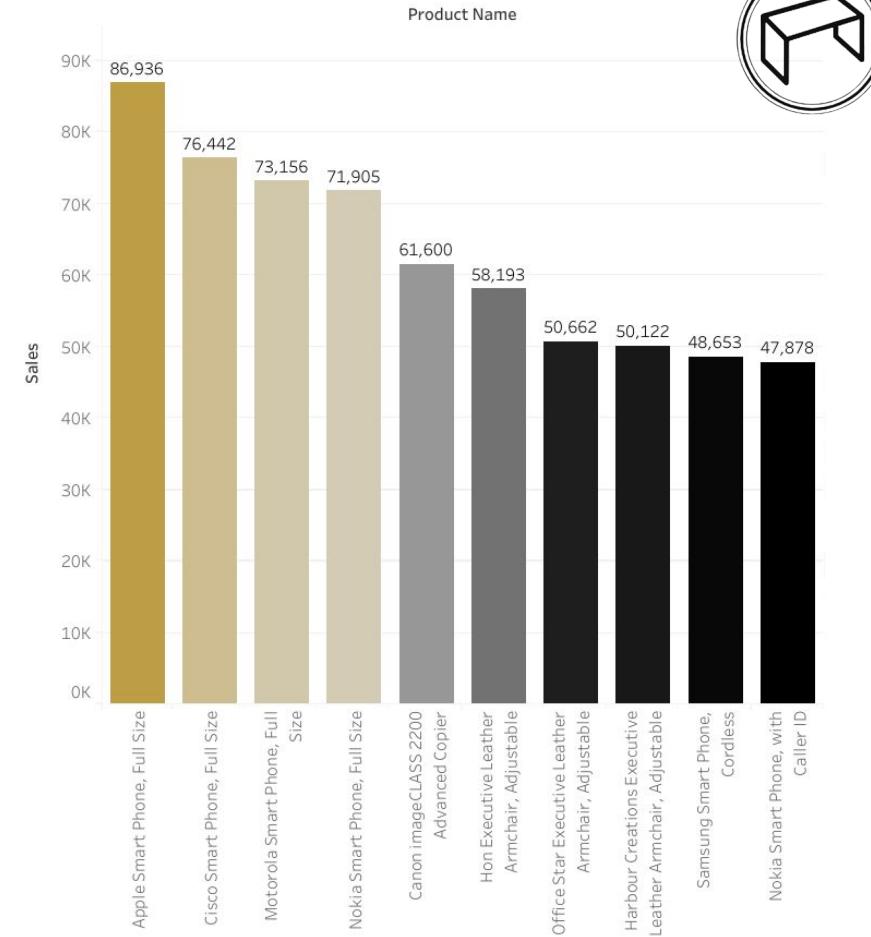
Segment	Category			Grand Total
	Furniture	Office Supplies	Technology	
Consumer	53.90%	48.81%	51.59%	51.06%
Corporate	29.36%	32.32%	28.61%	30.07%
Home Office	16.74%	18.87%	19.80%	18.88%
Grand Total	100.00%	100.00%	100.00%	100.00%



Let's zone in on the individual products in your inventory.

1. Apple Smart Phone, Full Size
2. Cisco Smart Phone, Full Size
3. Motorola Smart Phone, Full Size

Product performance by sales

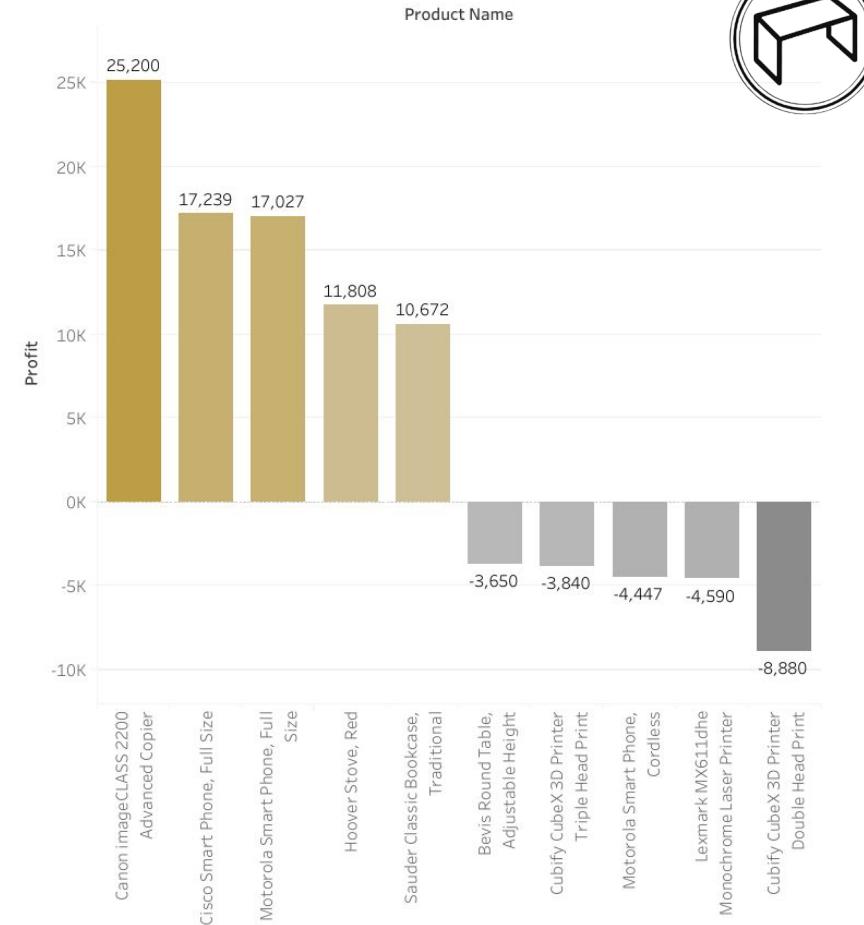


Looking at your products by profit

1. Canon imageCLASS 2200 Advanced Copier
2. Cisco Smart Phone, Full Size

-
9. LexMark MX611dhe Monochrome Laser Printer
10. Cubify CubeX 3D Printer Double Head Print

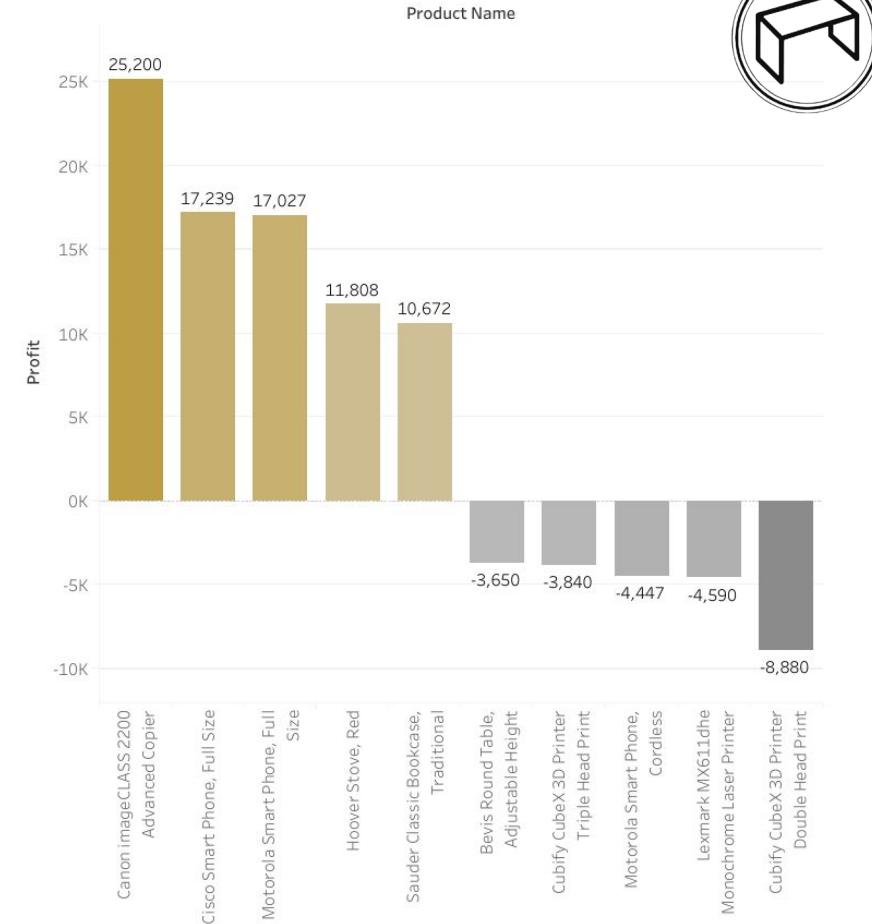
Product performance by profit



Looking at your products by profit

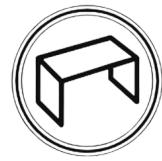
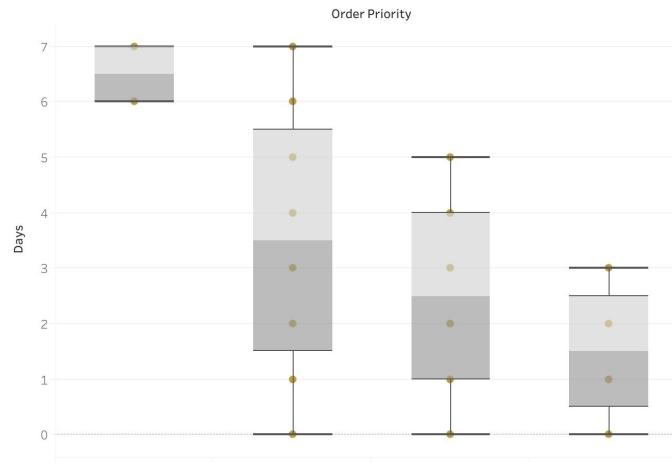
High Risk,
High Reward

Product performance by profit

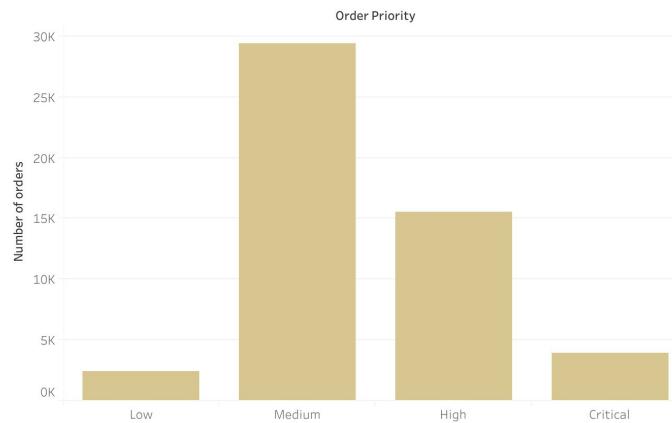


Key Shipping Insights...

Order Processing Time By Priority Level



Order Popularity By Priority Level





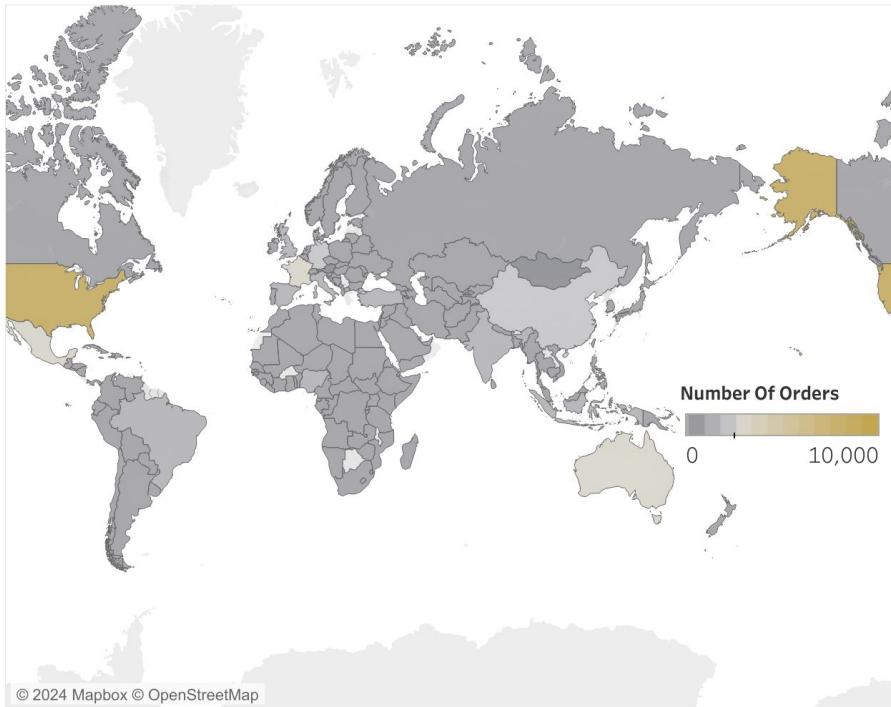
Deepdive: Client Insights



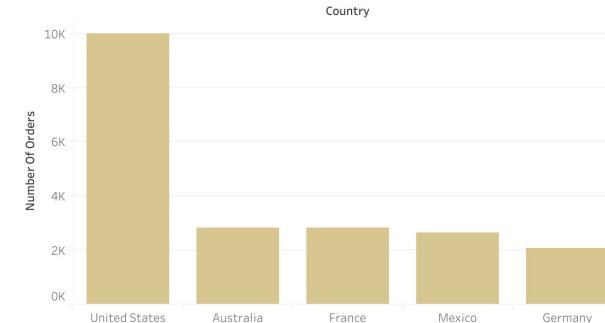


Where are the orders going?

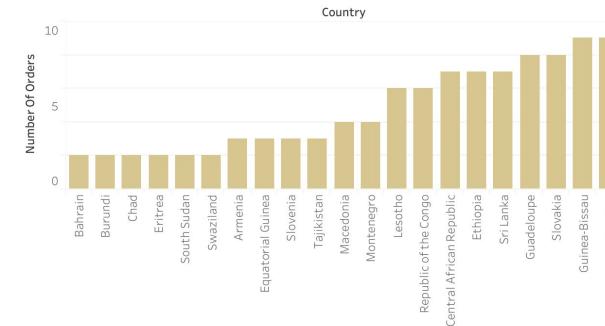
Map of the distribution of orders by country



Top 5 Countries Order Volume



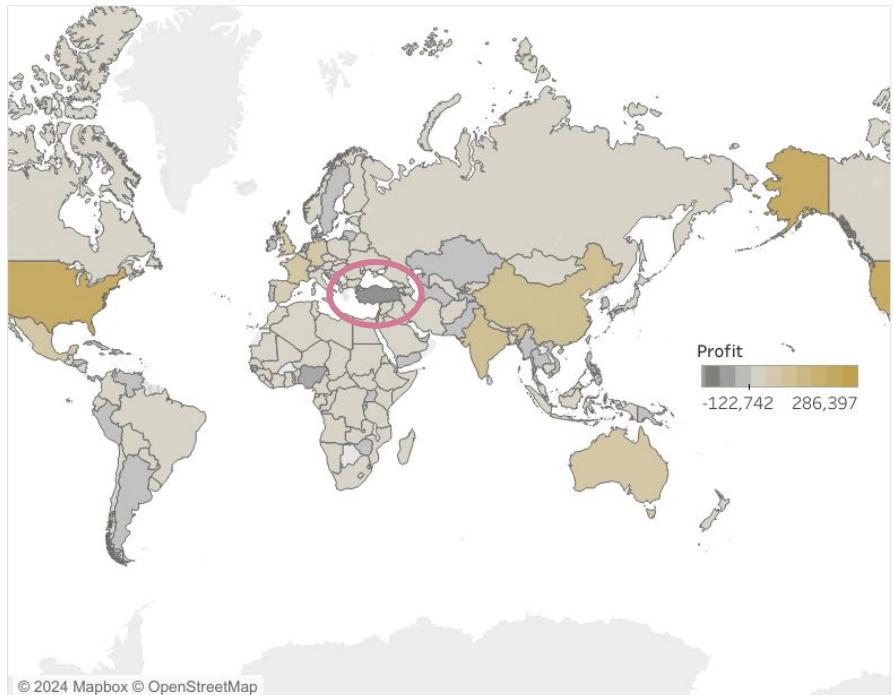
Countries With Order Volume Below 10



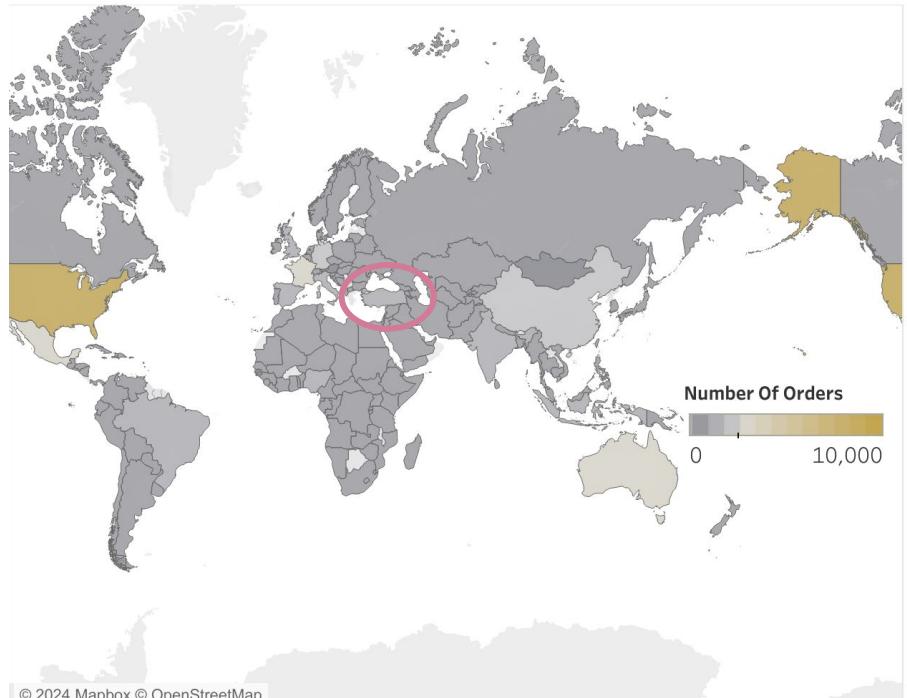


Comparing profit and order distribution

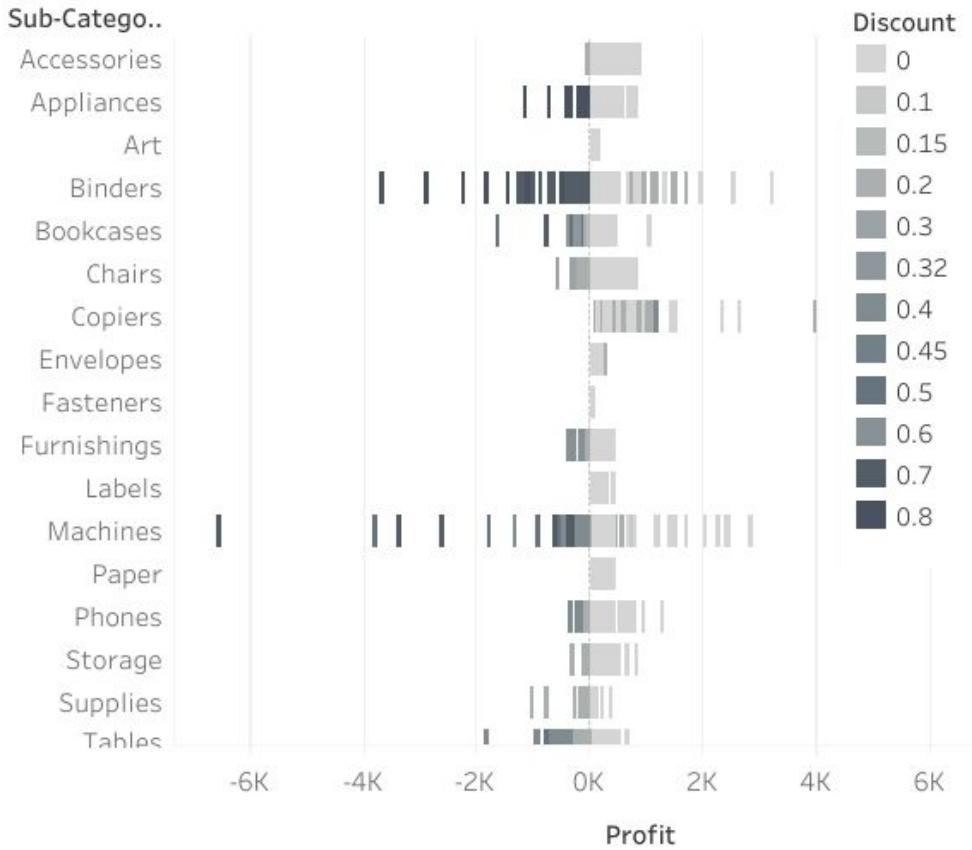
Map of total profit by country



Map of the distribution of orders by country



United States profits sub-categories



Looking into the losses

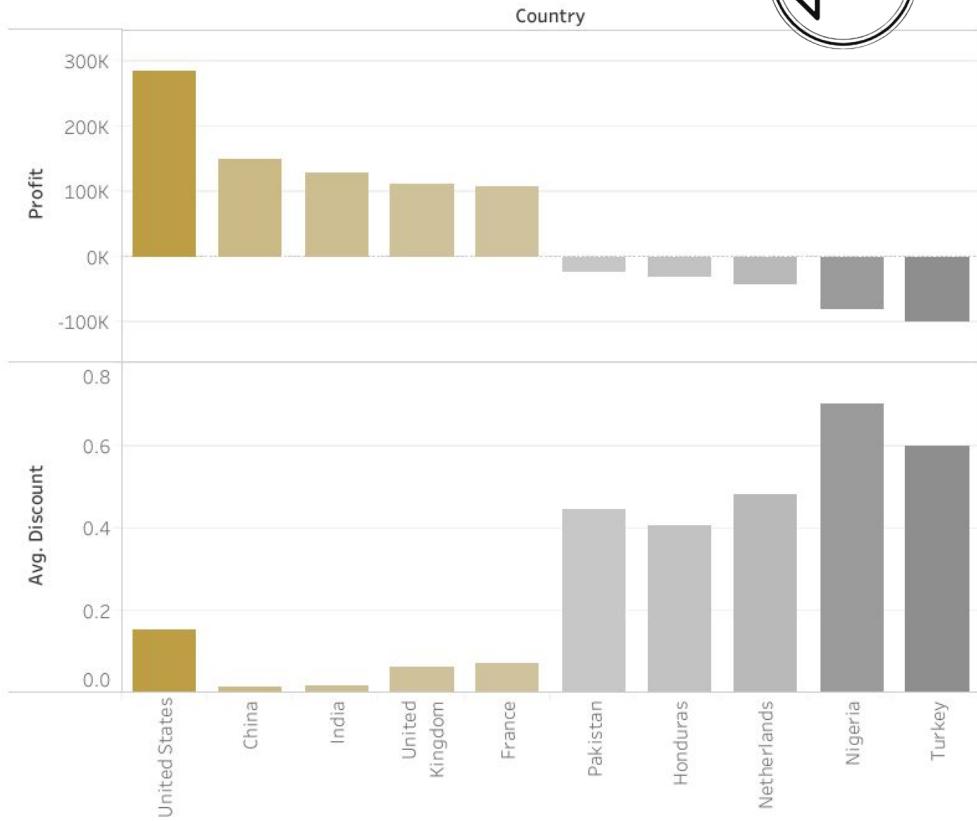


- Strong correlation between discounts and losses
- Let's look into this further

Are discounts the problem?

What does this tell us about your customer base?

Do discounts have a negative effect on total profit?

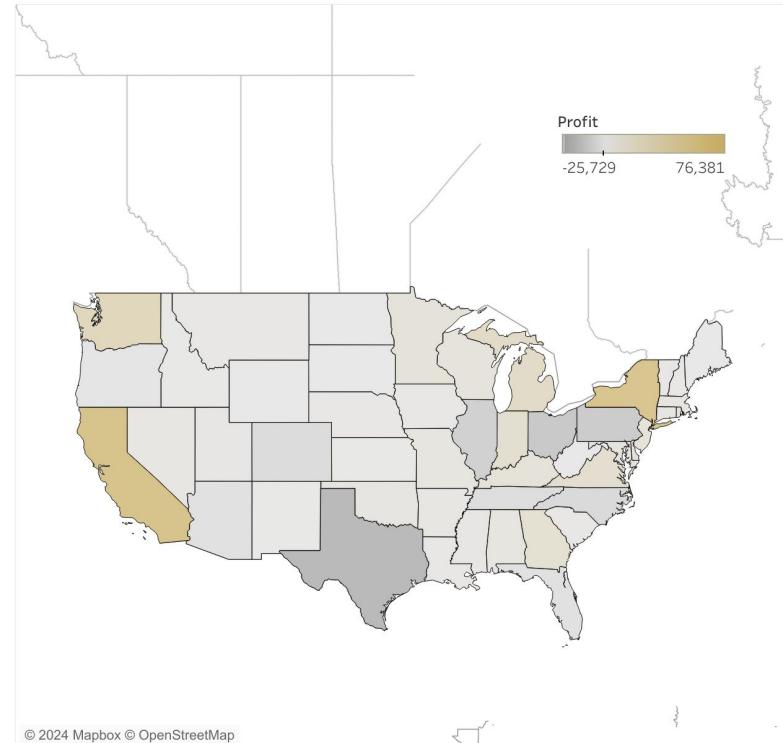


A breakdown of the United States

- California and New York most profitable
- Texas and Ohio least profitable
- 80% of States profitable

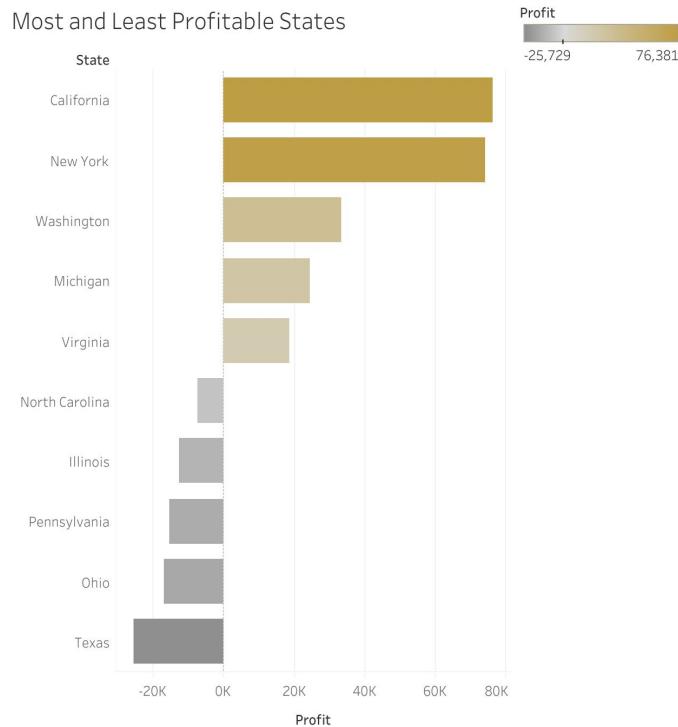


Total Profit by State





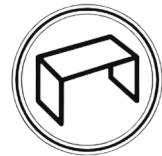
What were your most impactful states?



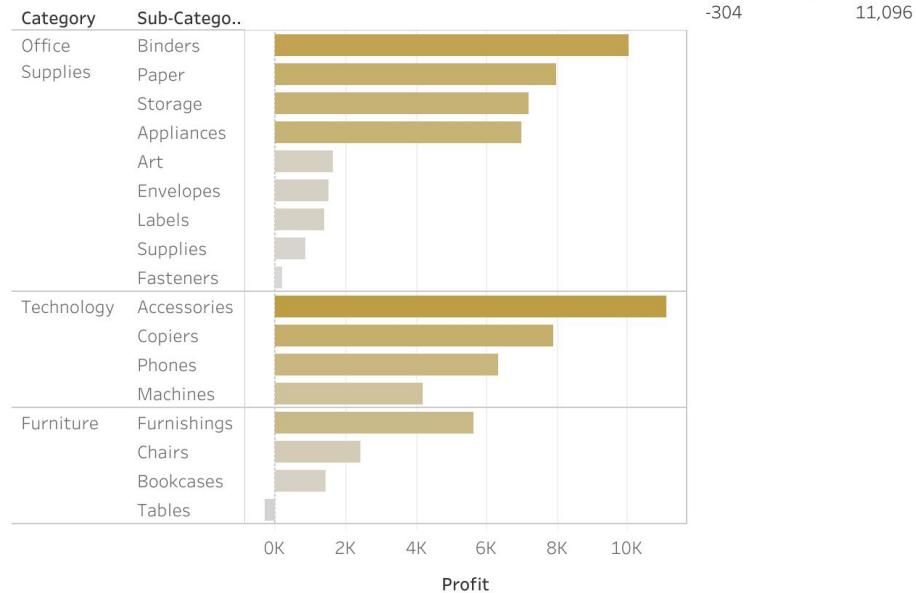
- California and New York generated a profit of over \$70,000 each
- Just over \$25,000 lost in Texas
- Overall profit of \$286, 397

A closer look at your most popular state

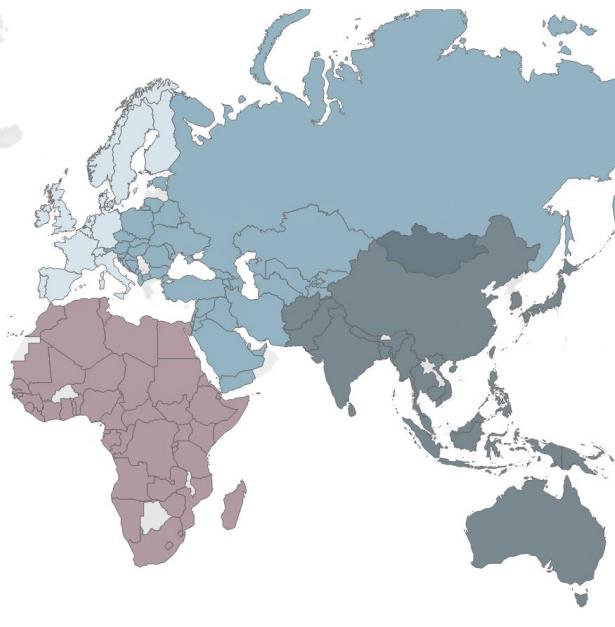
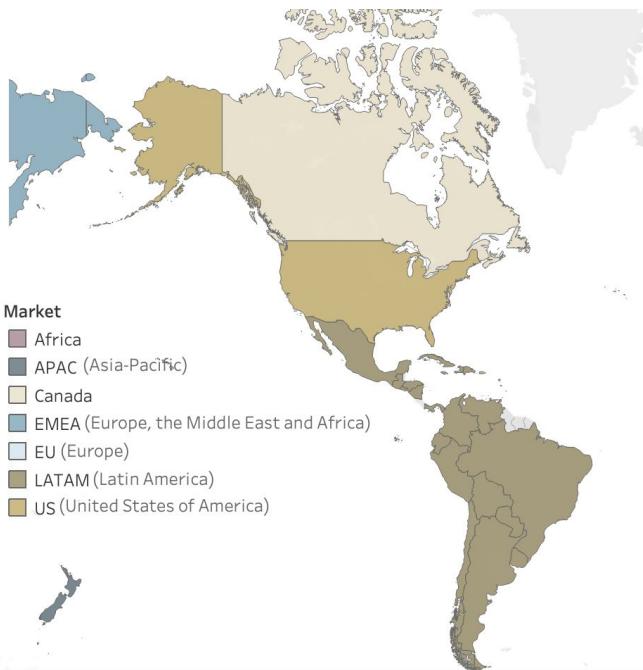
- High demand for Office Supplies and Technology
- Binders and Accessories are the best sellers
- Marginal loss on Tables



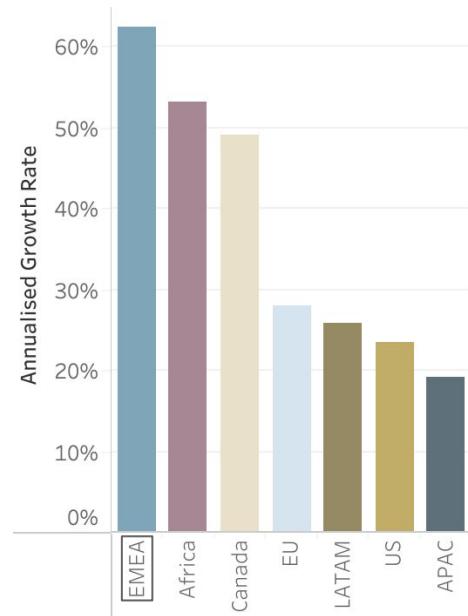
California Sales Distribution

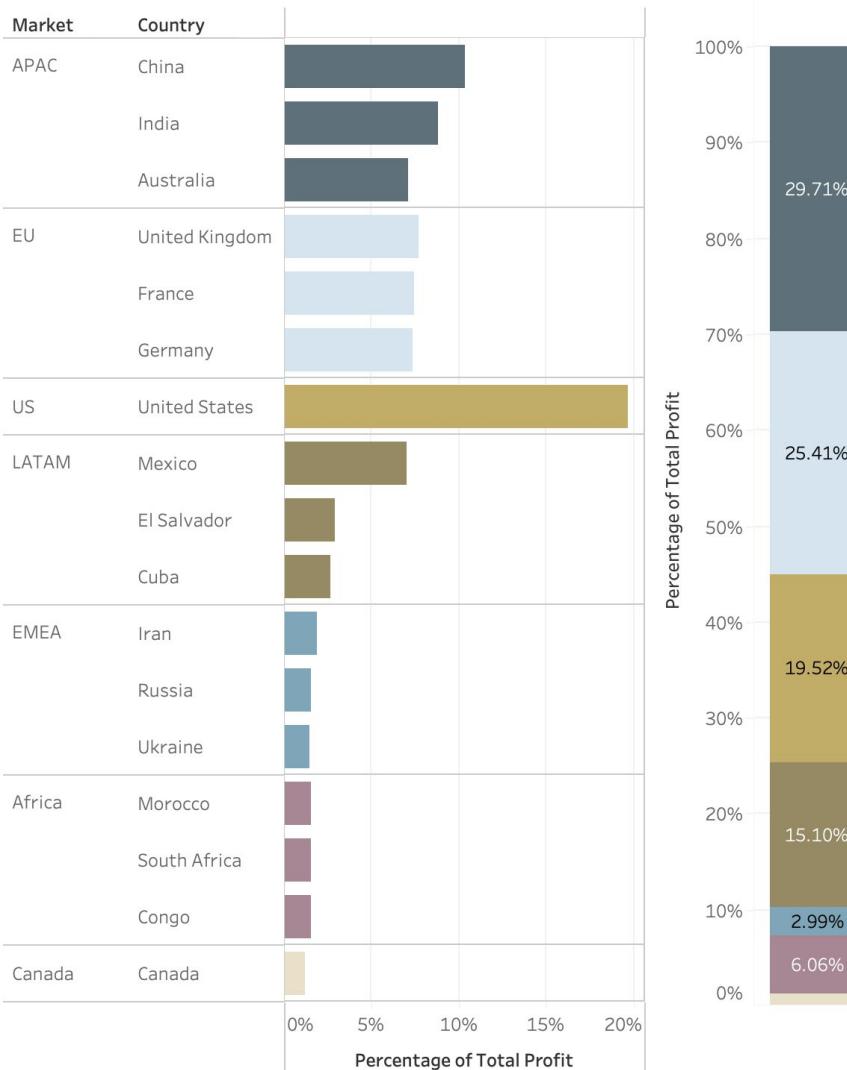


Although the US was your most profitable country overall, your largest market lies further afield



Annualised Growth Rate based on Profit by Market in 2014





Percentage of total profit by market region

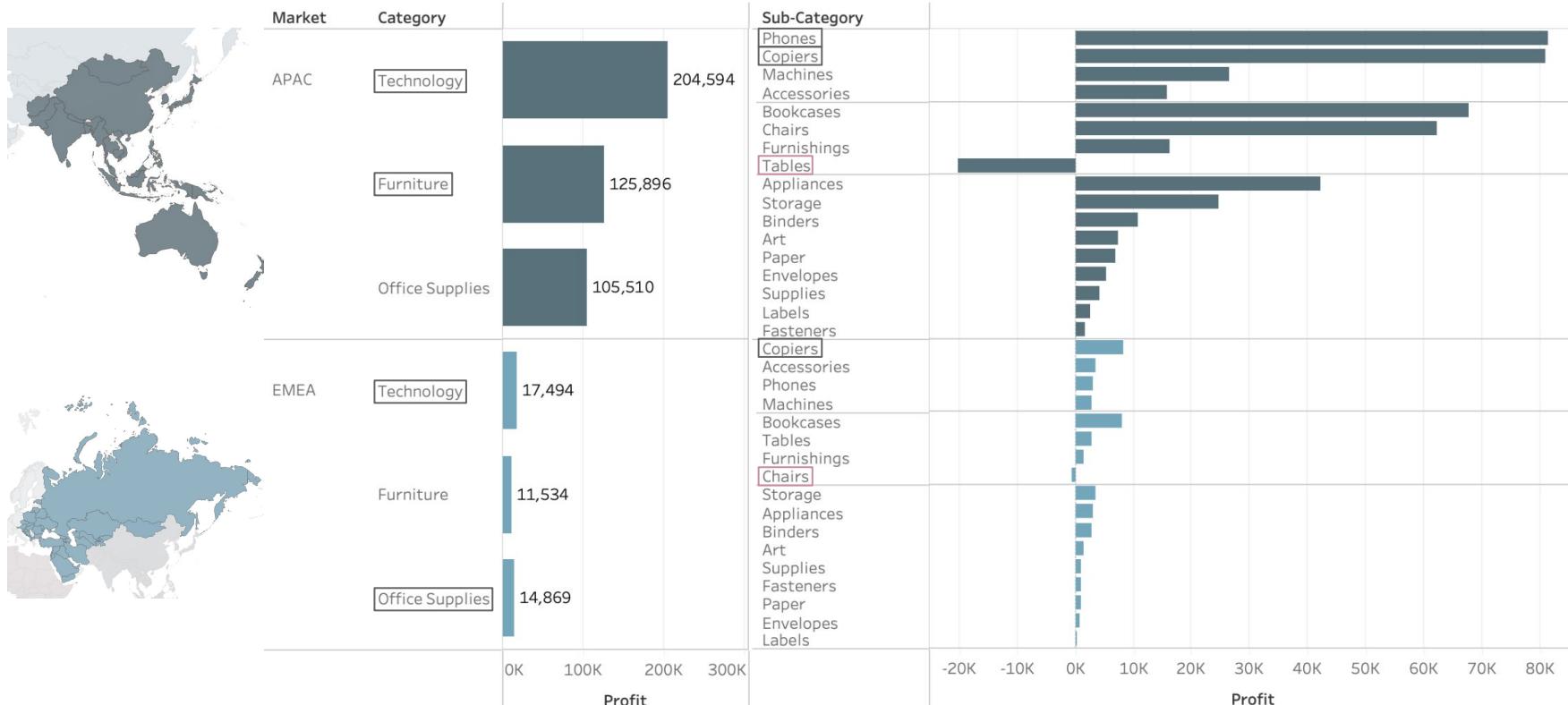


- Almost **30%** of Profit comes from **APAC** with the top 3 countries being **China, India and Australia**
- **25%** of Profit from western **Europe** with the top 3 countries being **UK, France and Germany**

APAC was the largest market and EMEA the fastest growing market

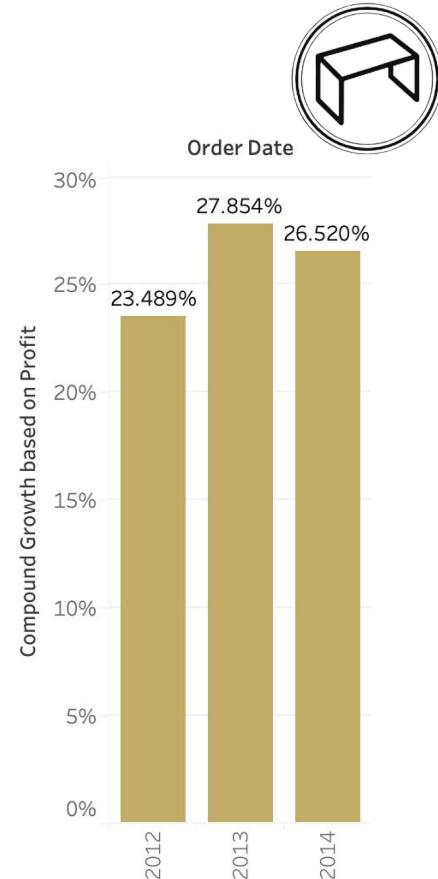
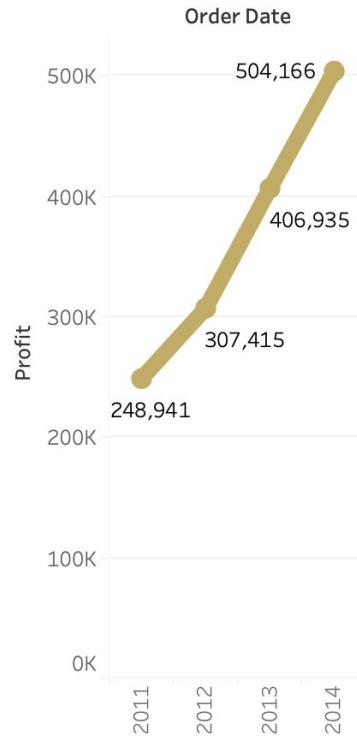


- let's look at the customer demand here



Overall,

Offuture grew significantly between 2011 and 2014





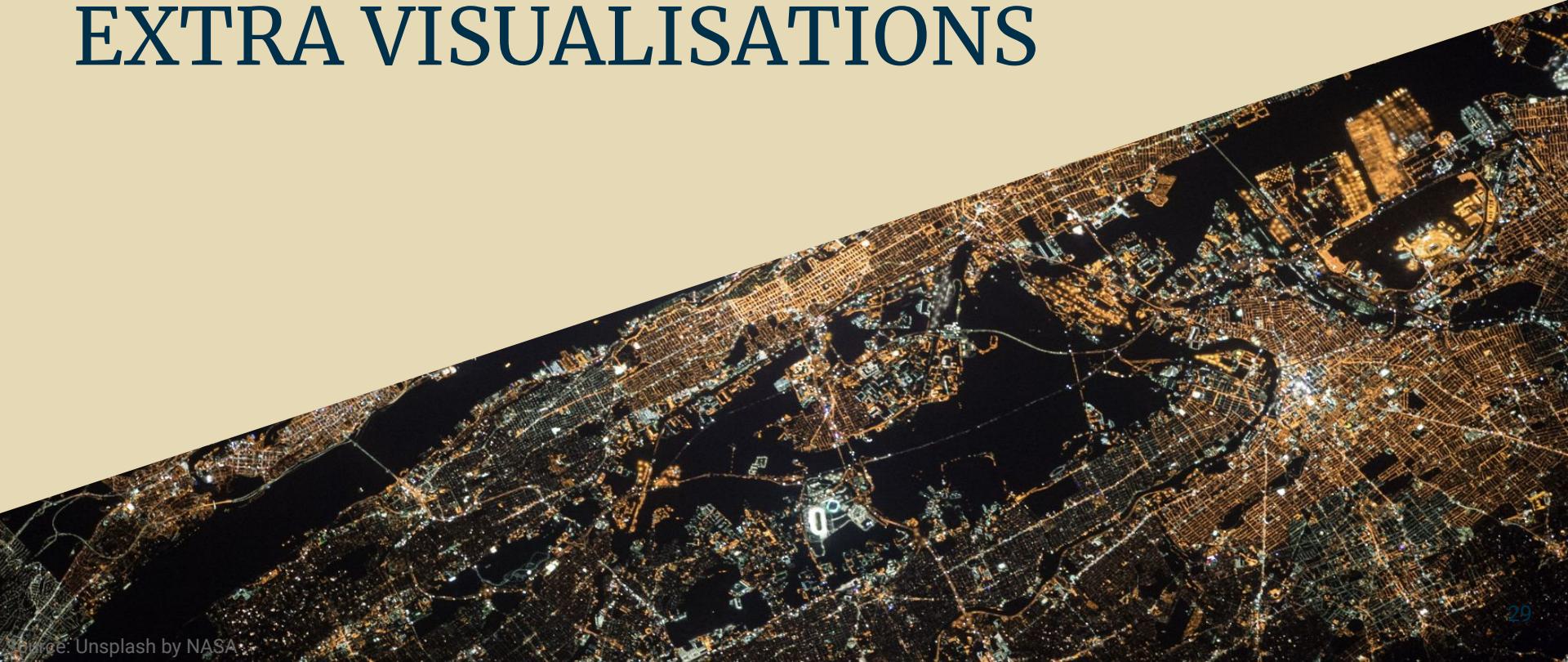
Thank you for listening

Any questions?





EXTRA VISUALISATIONS

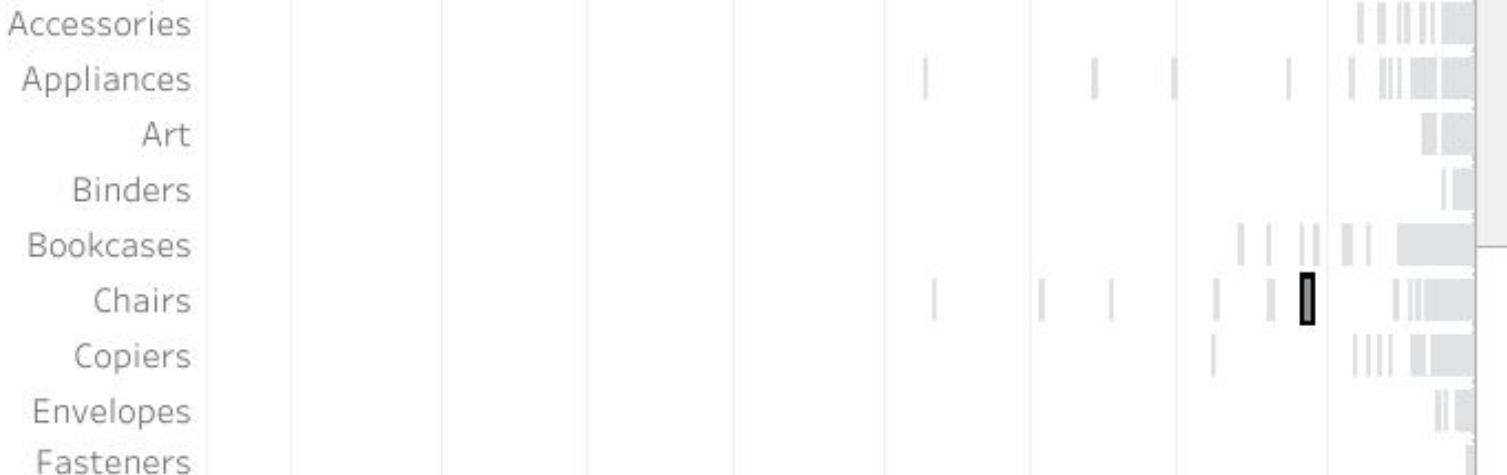


Turkey's profits sub-categories

Discount

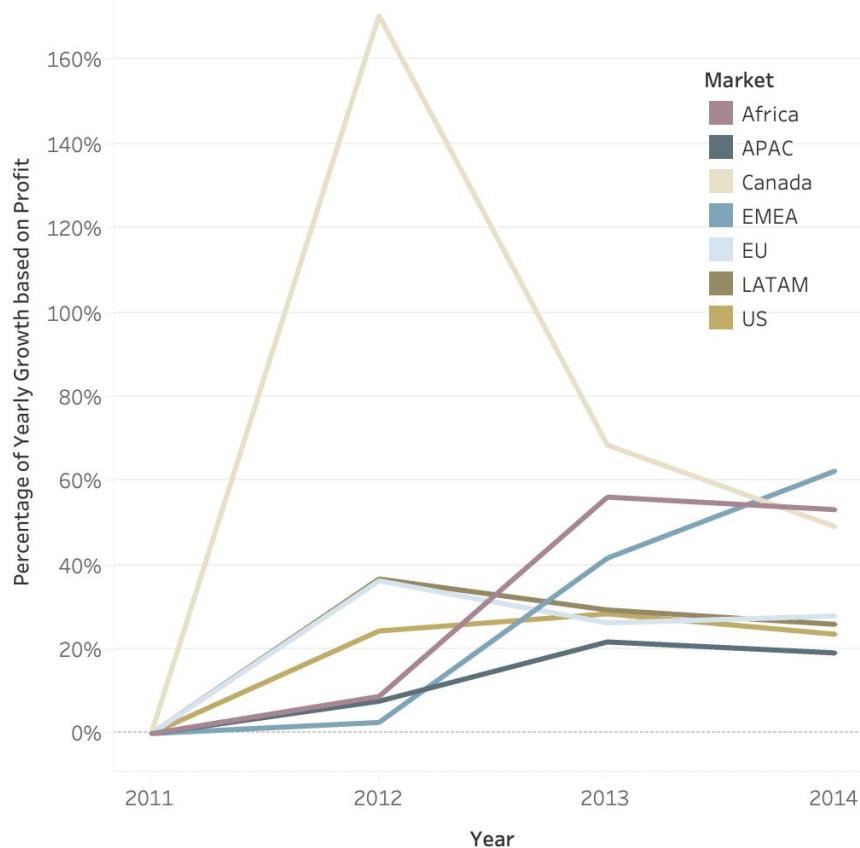
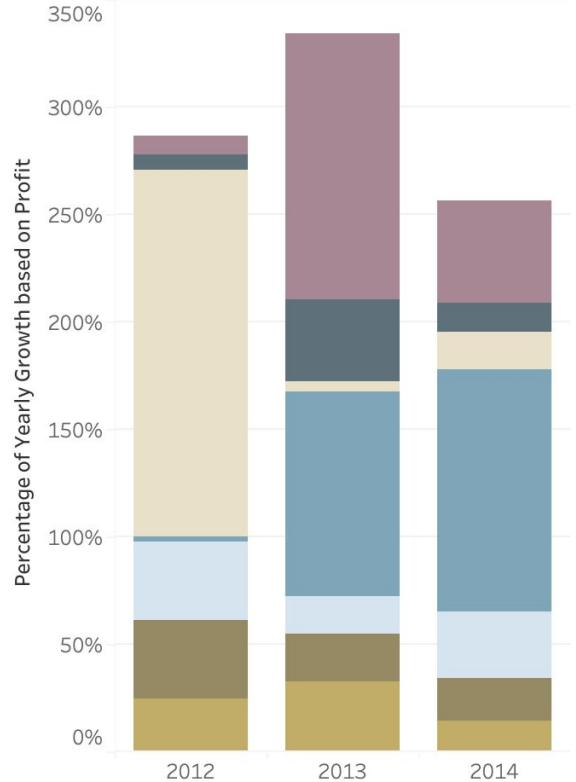
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Sub-Catego..

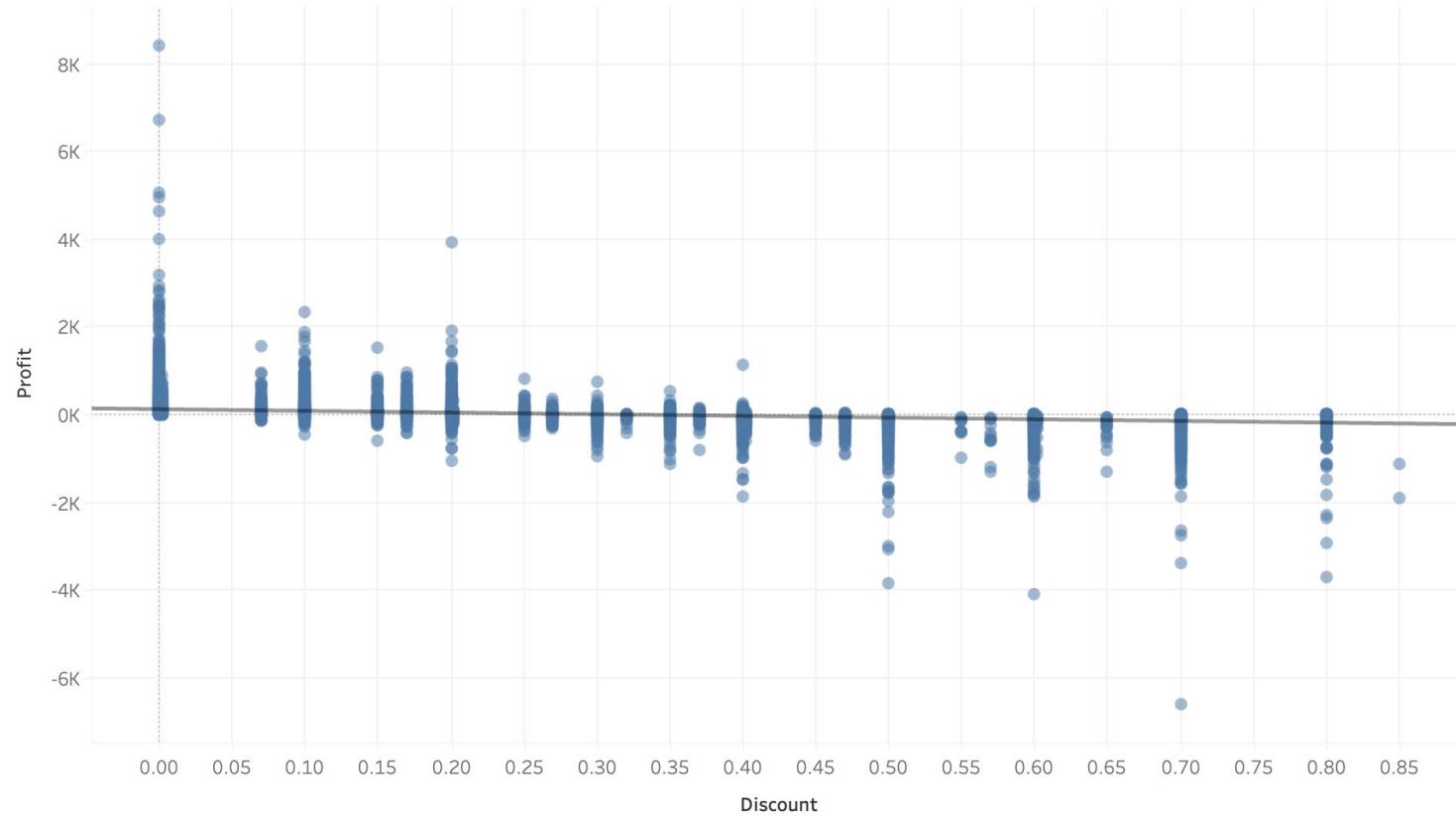
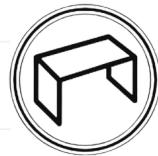


Profit

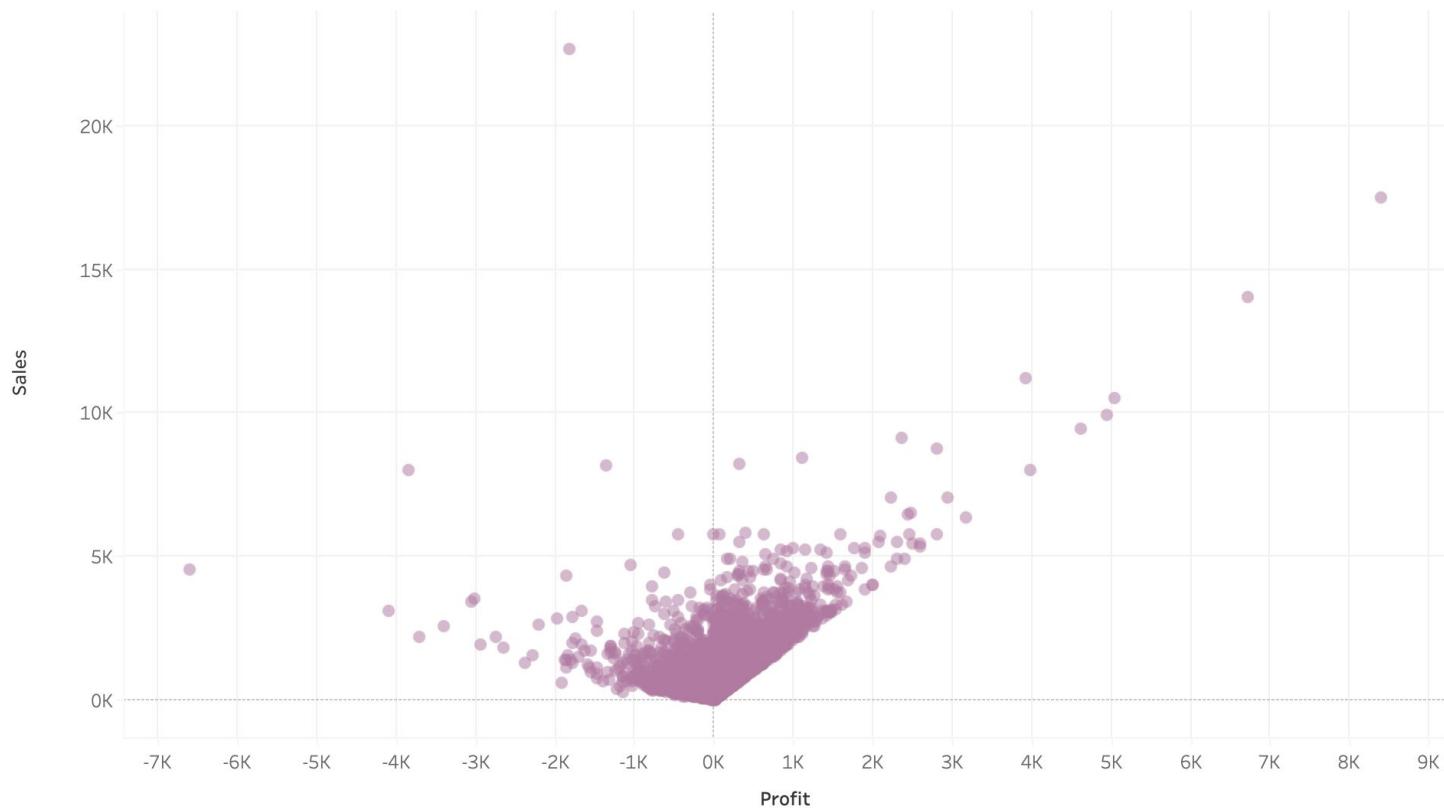
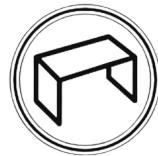
Turkey's losses visualised



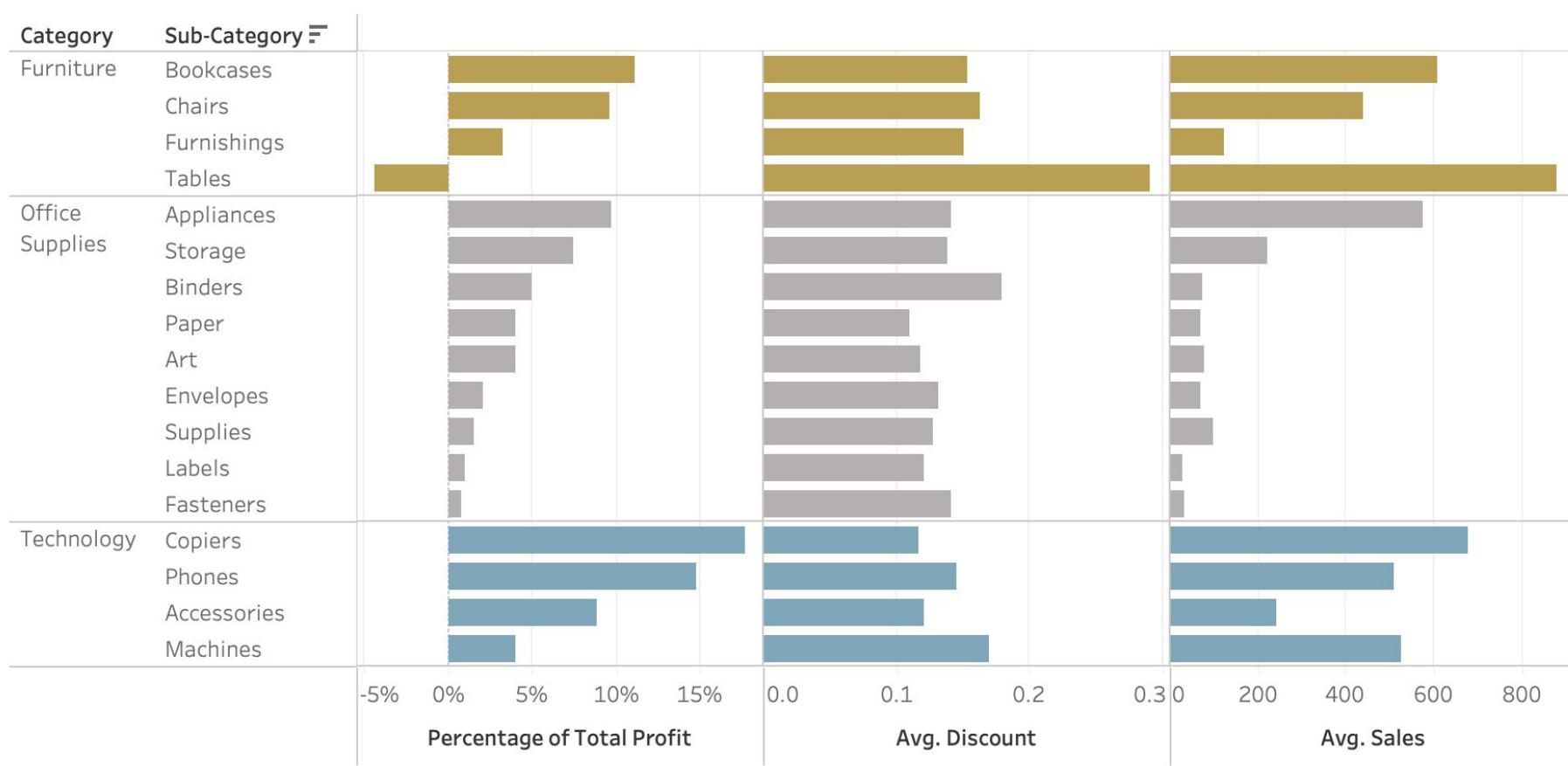
Yearly Growth by Market



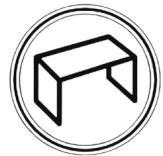
Relationship between discounts and profit per order



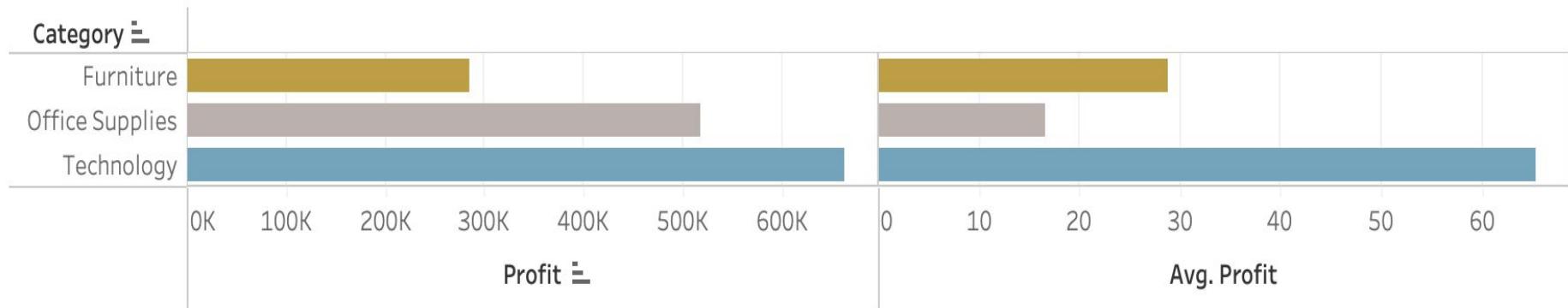
Relationship between profit and sales per order



Effect of Discounts and Sales in Profit by Category and Sub-Category

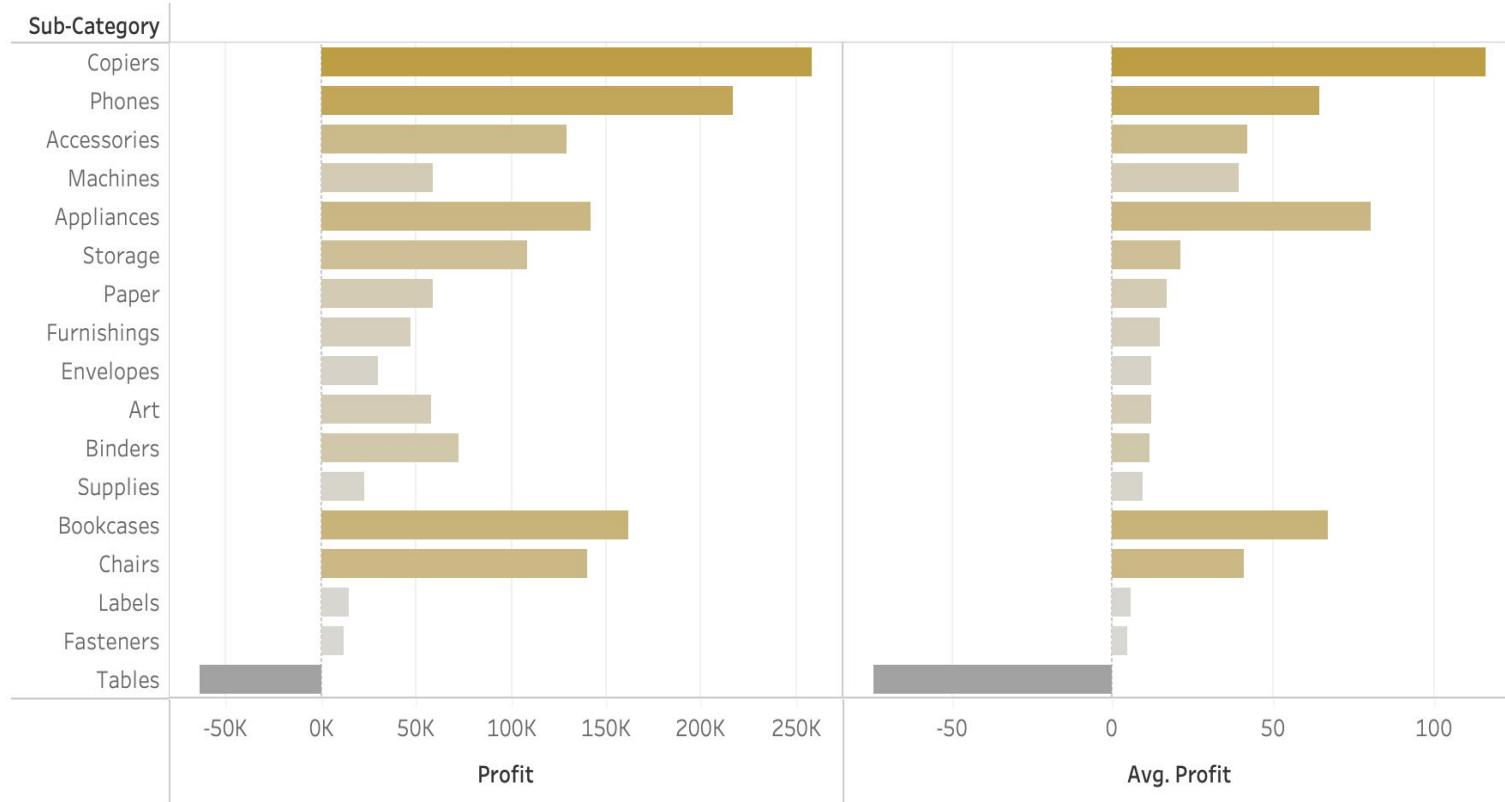


Total Sales by Category

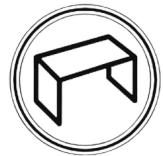


Total sales by category

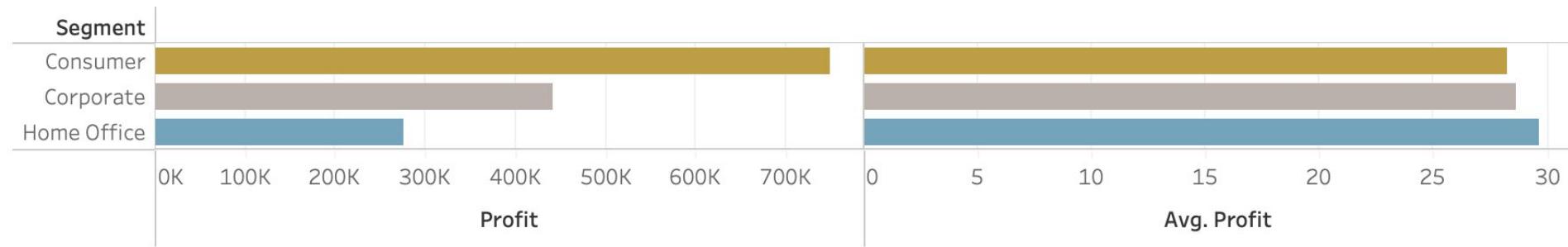
Total Sales by Sub-Category



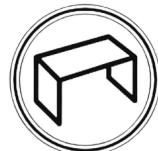
Total sales by sub-category



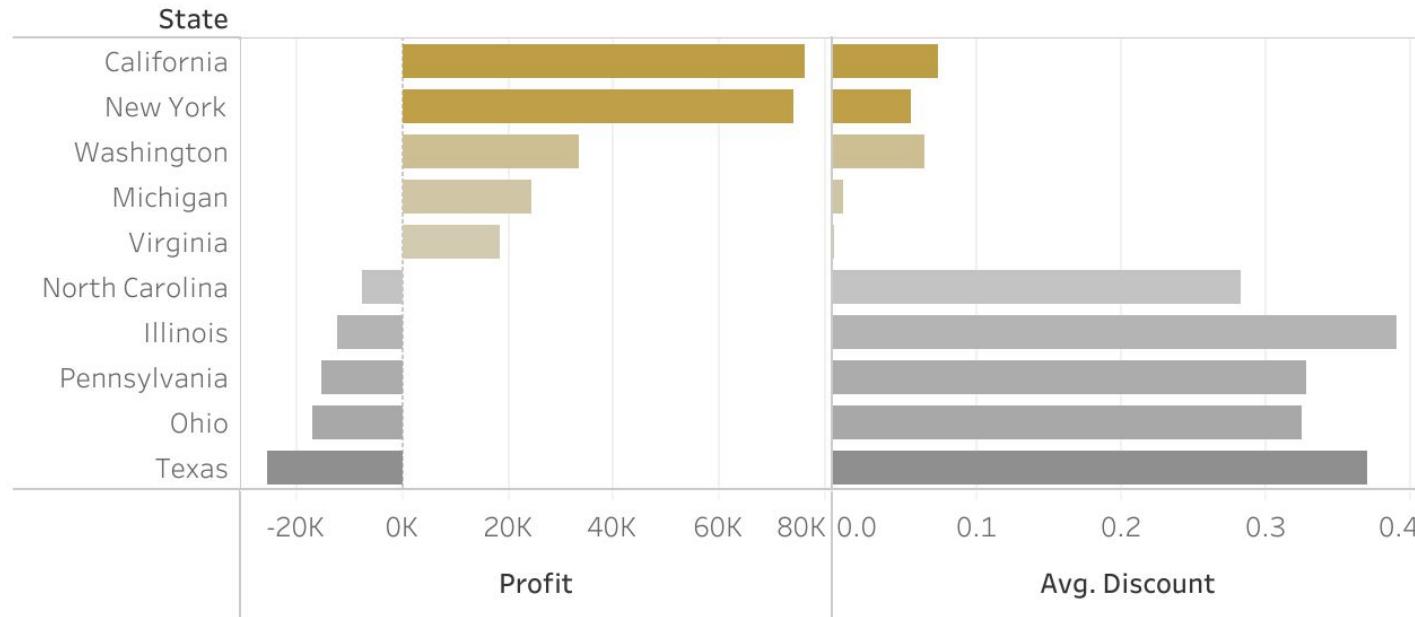
Total Sales by Segment



Total sales by sector



Most and Least Profitable States



Top/Bottom 5 States with Average Discount