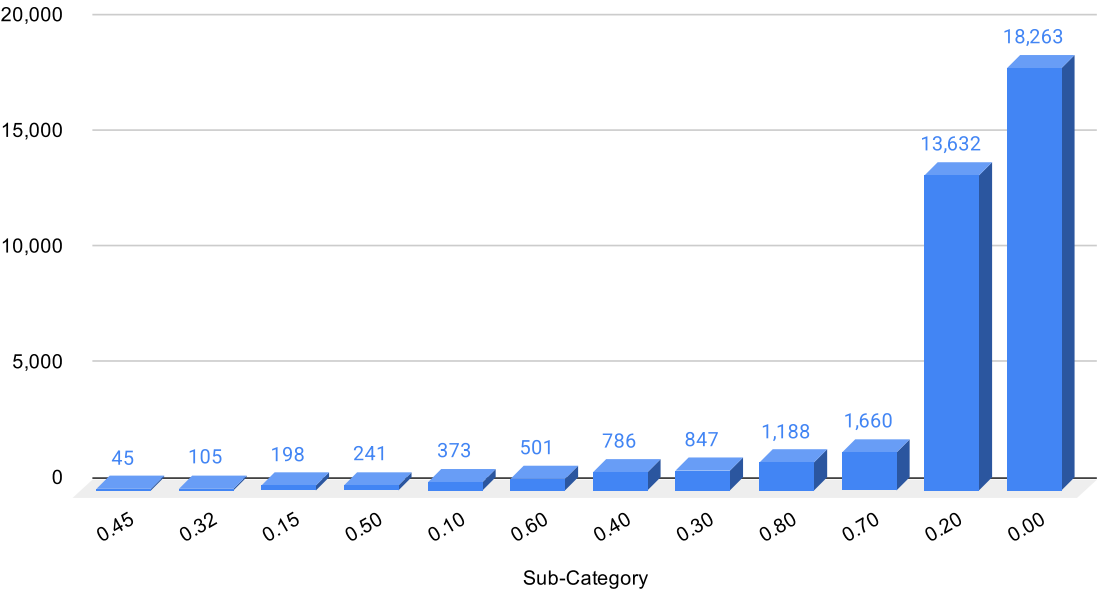


RELATION BETWEEN DISCOUNT AND QUANTITY

Discount	Number of Orders	Quantity sold
0.45	11	45
0.32	27	105
0.15	52	198
0.50	66	241
0.10	94	373
0.60	138	501
0.40	206	786
0.30	226	847
0.80	300	1,188
0.70	418	1,660
0.20	3,652	13,632
0.00	4,797	18,263

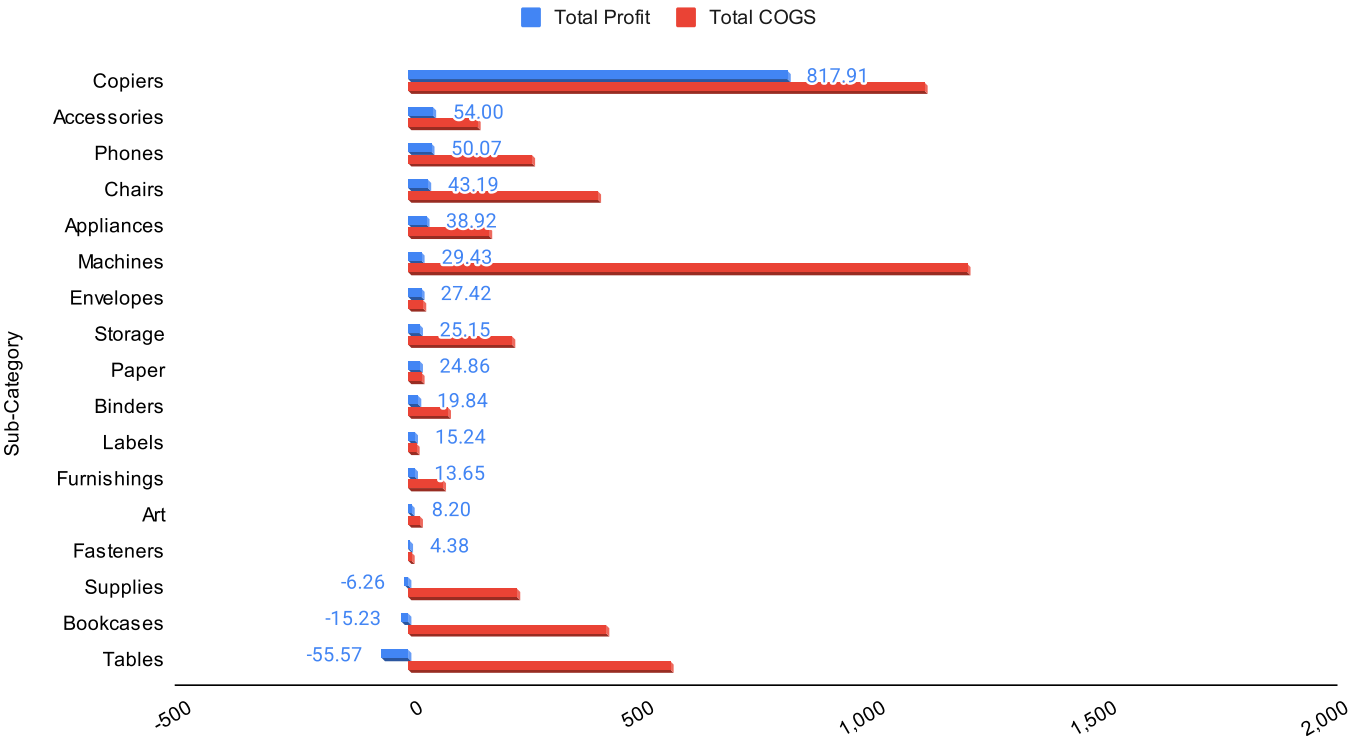
Discount VS Quantity



Profit VS COGS By Sub-Category

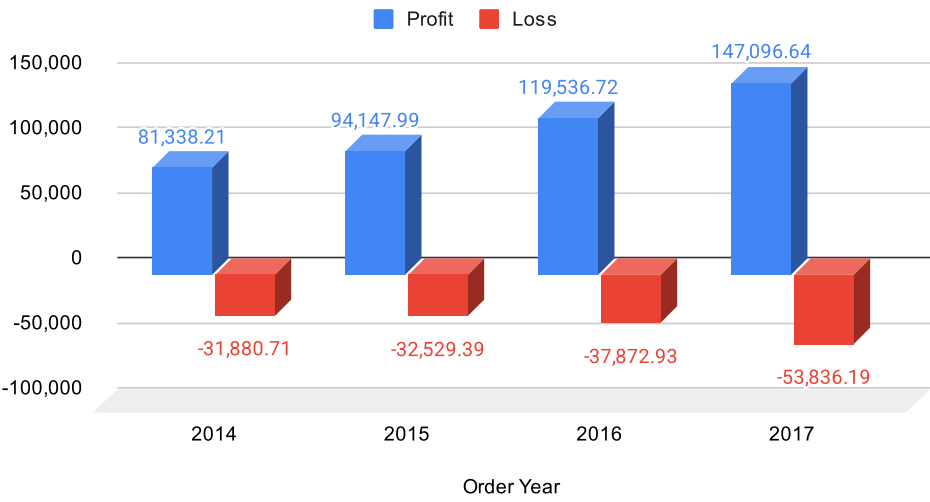
Sub-Category	Total Profit	Total COGS	Total Sales	% AVG Gross Margin
Copiers	817.91	1116.33	2198.94	73.27%
Accessories	54.00	148.83	215.15	36.28%
Phones	50.07	267.04	371.21	18.75%
Chairs	43.19	408.82	532.74	10.56%
Appliances	38.92	175.76	230.76	22.15%
Machines	29.43	1209.46	1645.55	2.43%
Envelopes	27.42	32.83	64.87	83.52%
Storage	25.15	223.84	264.59	11.24%
Paper	24.86	28.73	57.28	86.52%
Binders	19.84	84.99	133.56	23.35%
Labels	15.24	17.28	34.30	88.17%
Furnishings	13.65	73.08	95.83	18.67%
Art	8.20	23.58	34.07	34.78%
Fasteners	4.38	8.45	13.94	51.76%
Supplies	-6.26	236.00	245.65	-2.65%
Bookcases	-15.23	427.86	503.86	-3.56%
Tables	-55.57	565.83	648.79	-9.82%

Profit VS COGS by Sub-Category



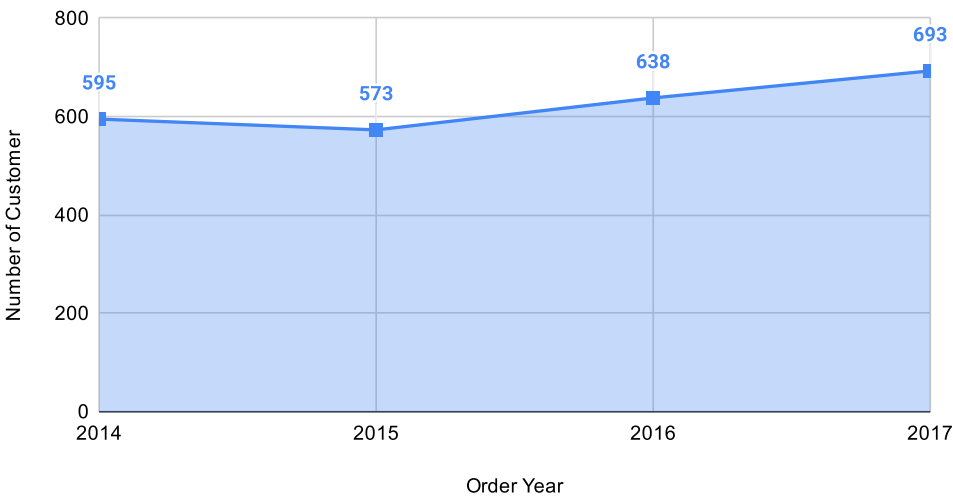
Order Year	SUM of Quantity	#	Profit	#	Loss
2014	7570		81,338.21		-31,880.71
2015	7979		94,147.99		-32,529.39
2016	9825		119,536.72		-37,872.93
2017	12465		147,096.64		-53,836.19

Profit and Loss Ratio



Order Year	Number of Customer	Total Sales
2014	595	483,440.60
2015	573	470,532.51
2016	638	608,504.89
2017	693	732,514.55

Customer Growth Year by Year



Total Sales Year by Year

