



PERFORMANCE ANALYSIS FOR 'OFFUTURE' (2011-2015)

by

10acious Solutions
Jake, Greg, Hena & Arwyn



TIMELINE OF THE PRESENTATION

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Introduction to
Team 10acious

02

Purpose
of the
Presentation

03

Sales/Profit

04

Country Level Stats,
Top 3, Bottom 3

05

Category, sub-category
Discount Relationship
Overview

06

Customer Type,
Best/Worst product

07

Key Insights



INTRODUCTION

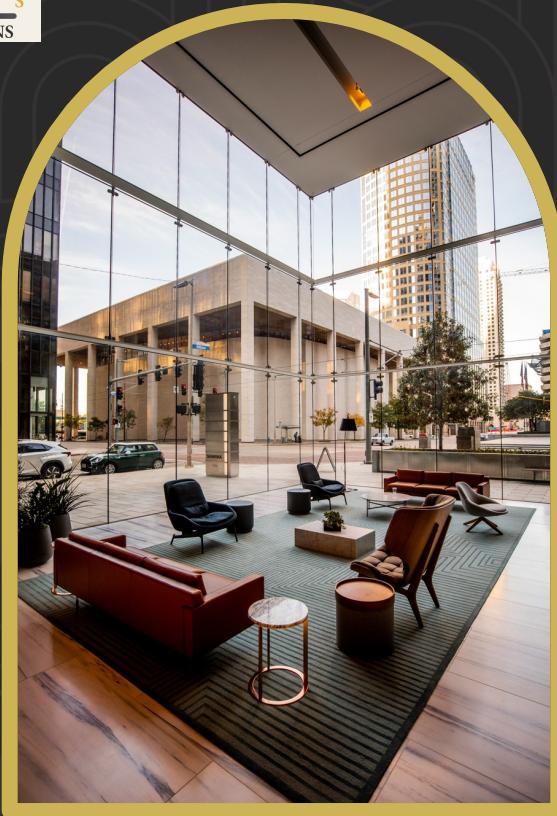
OUR COMPANY

At '**10acious Solutions**' we believe in
10/10 performance

OUR IDEA

We believe in 'clarity through data' and
'transforming that data into insights'





**WHAT IS THE PURPOSE OF
THIS PRESENTATION?**



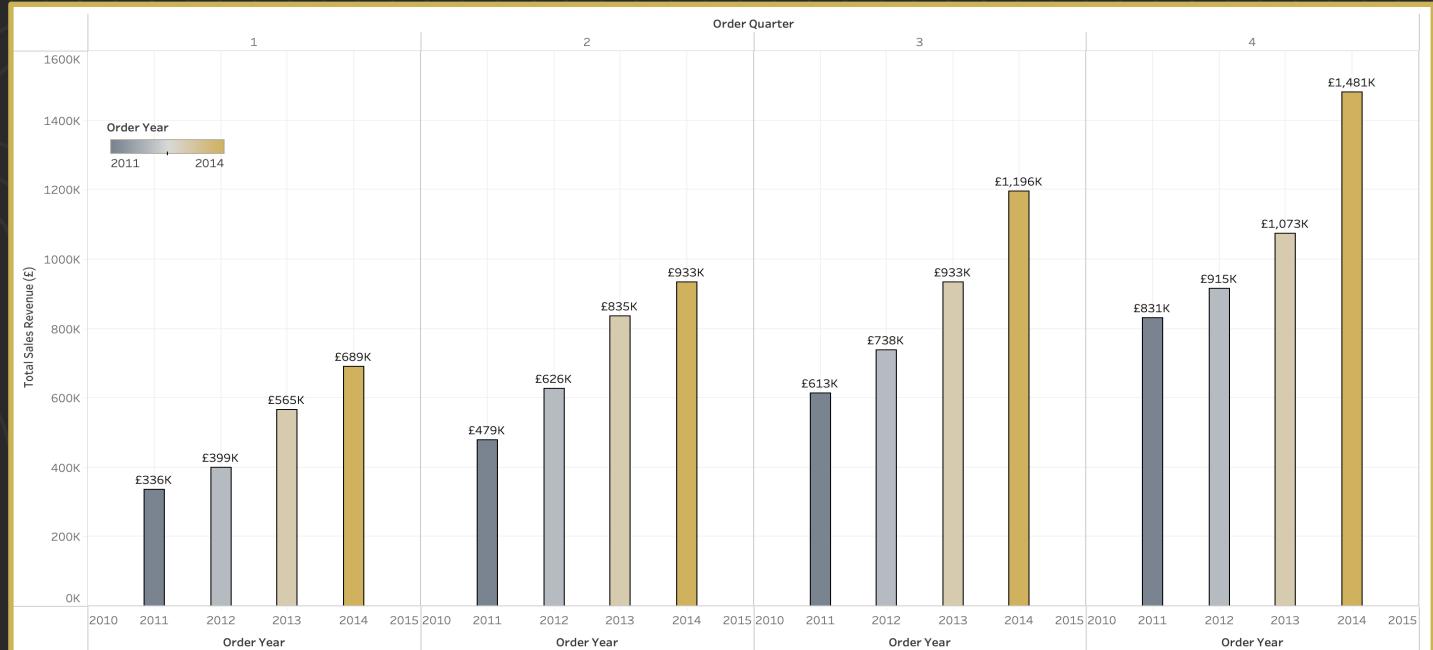
SALES VS PROFIT



SALES BY QUARTER & YEAR

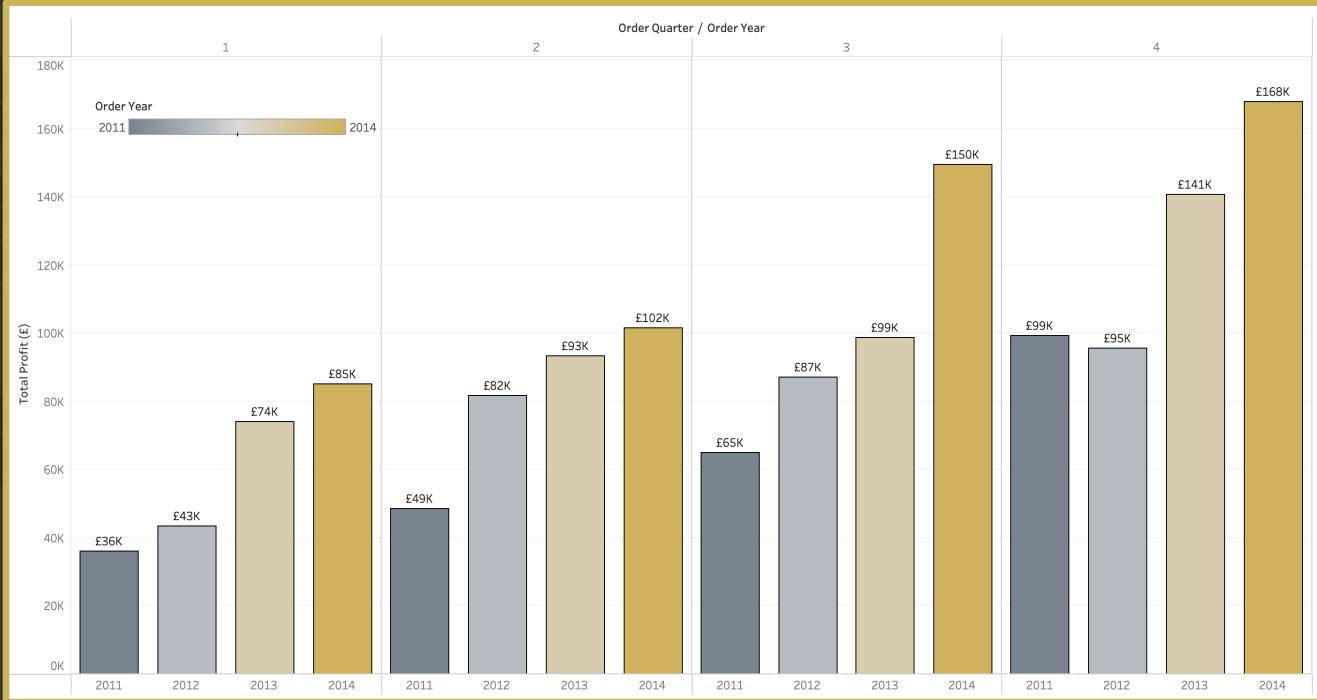
MAIN POINTS

Consistent rise in sales with every passing quarter, every year





PROFIT BY QUARTER & YEAR



KEY FINDING

Rise in profit in the final quarters



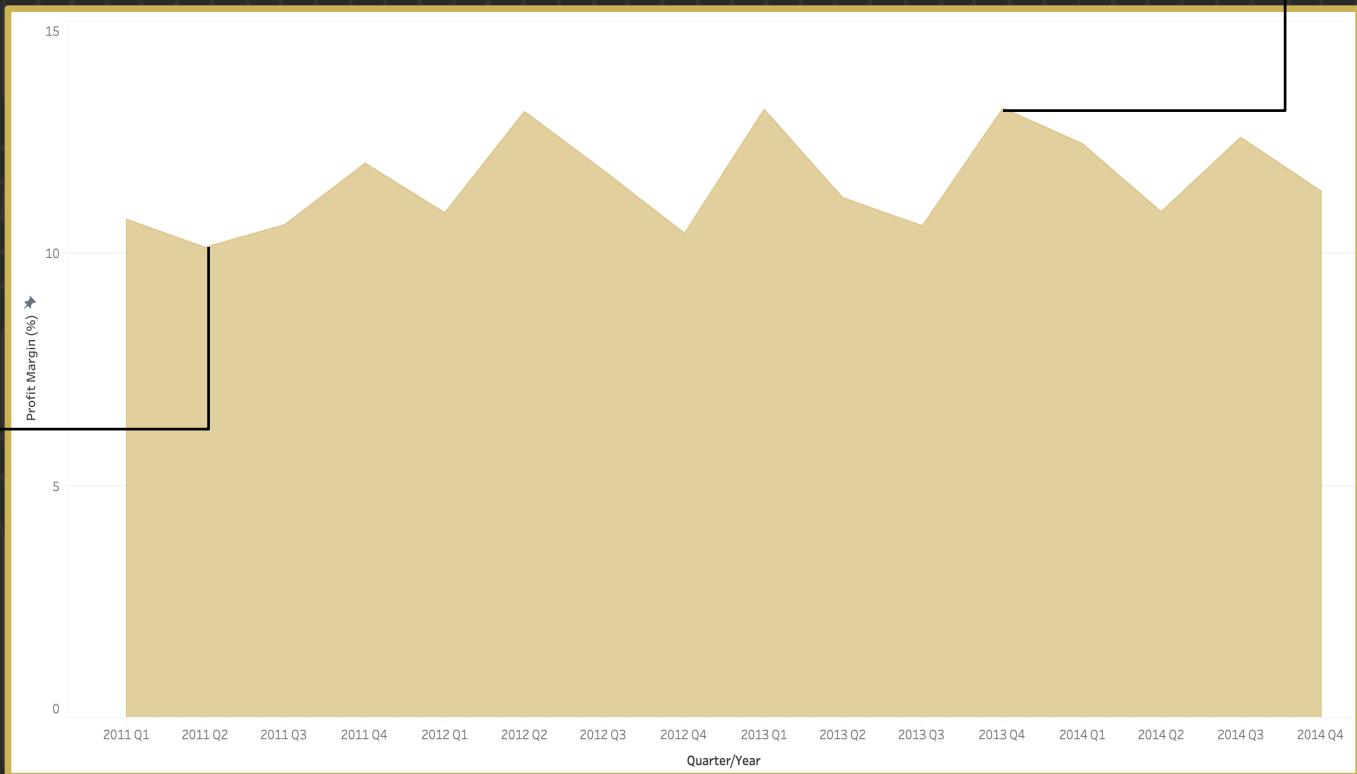


SALES TO PROFIT CONVERSION RATE OVER TIME

Profit margins
consistent
throughout

10.13%

13.11%

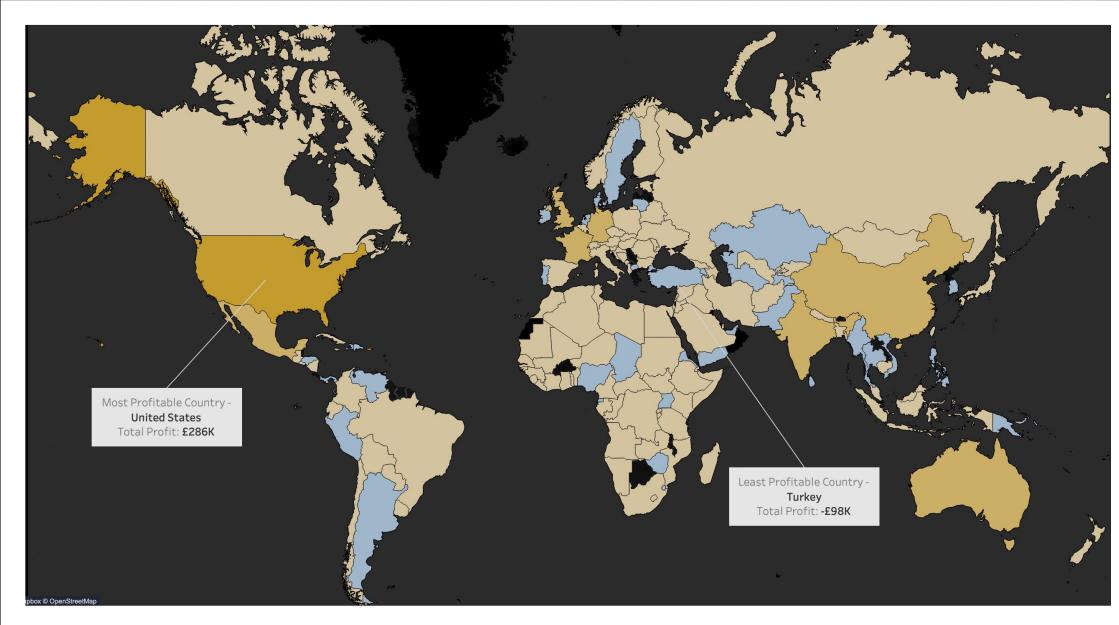


OFFUTURE

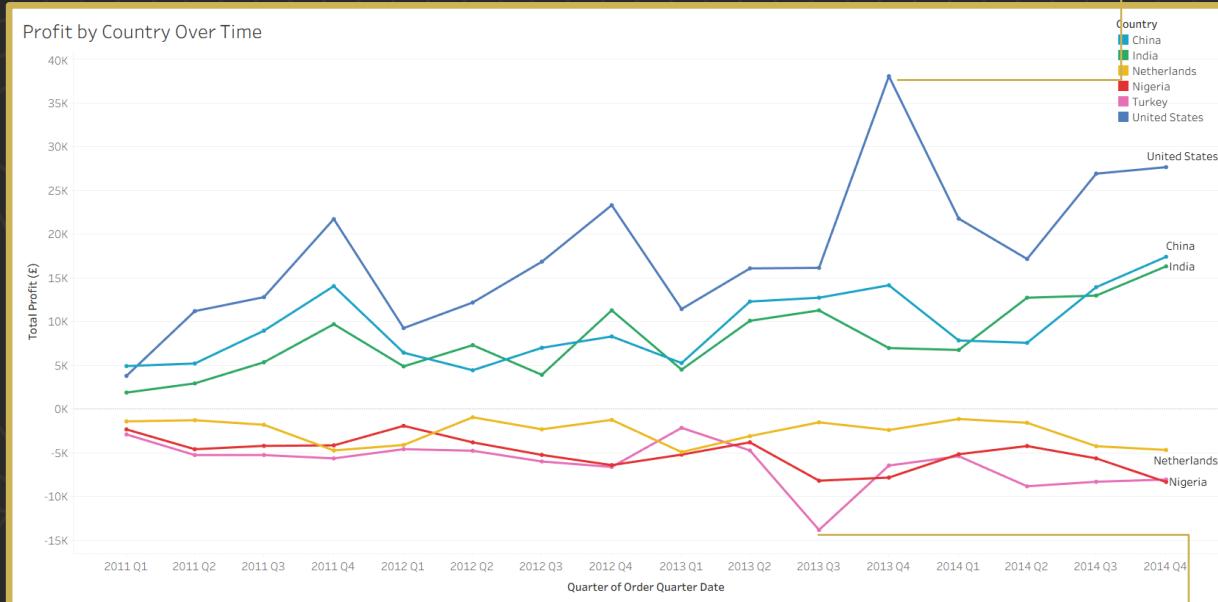
THE FUTURE OF OFFICE SUPPLIES

COUNTRY LEVEL STATISTICS

PROFIT BY COUNTRY



MOST/LEAST PROFITABLE COUNTRIES OVER TIME

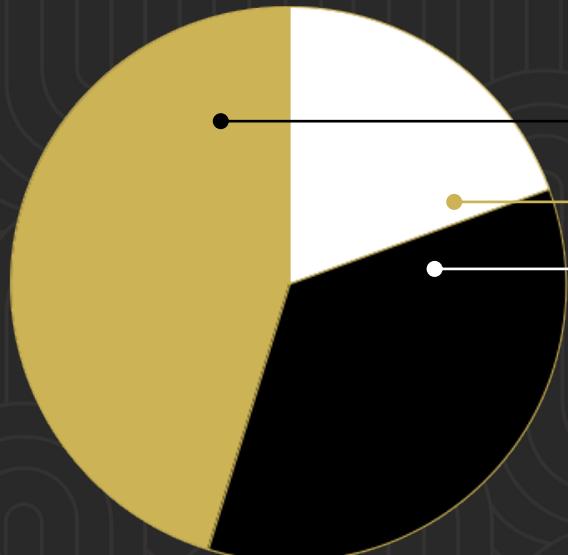


UNITED STATES
• £38,042

TURKEY
£-13,793



PROFIT BY PRODUCT CATEGORY



45.2%

TECHNOLOGY

£664K

35.3%

OFFICE SUPPLIES

£518K

19.4%

FURNITURE

£285k

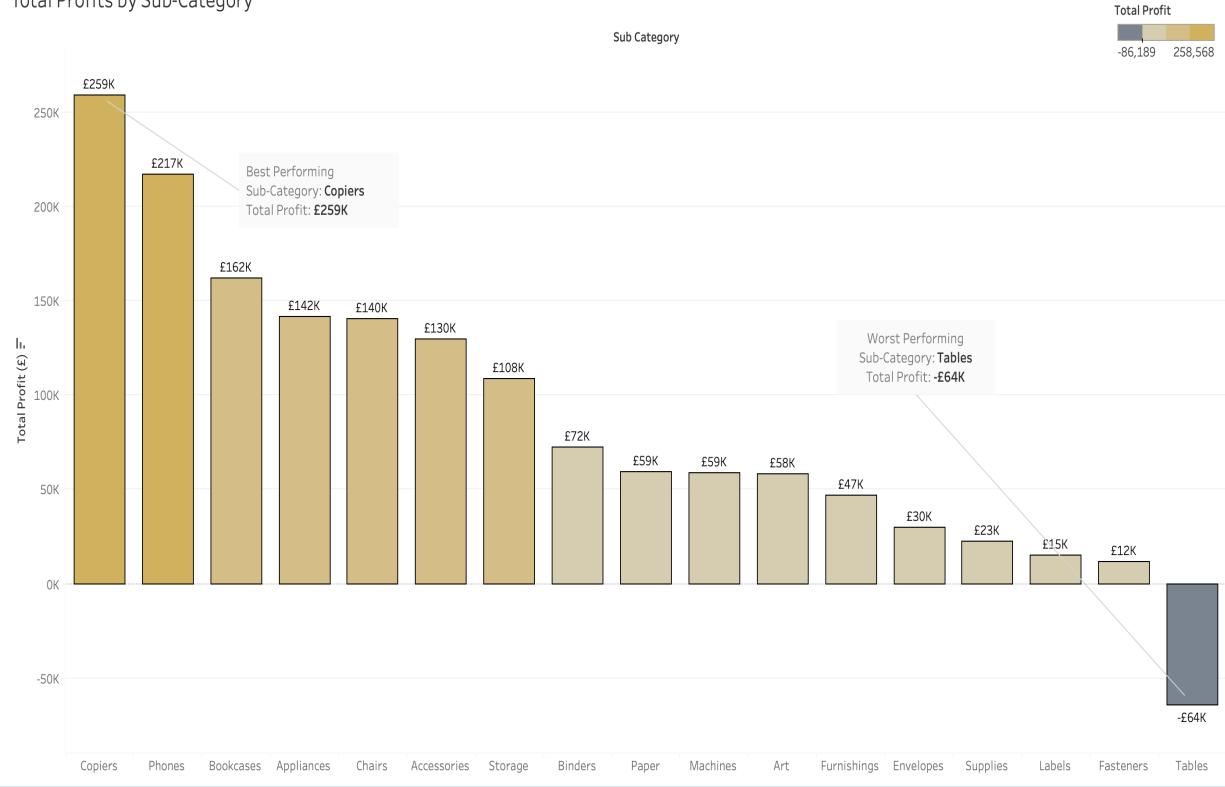


OFFUTURE

THE FUTURE OF OFFICE SUPPLIES

TOTAL PROFIT BY SUB-CATEGORY

Total Profits by Sub-Category



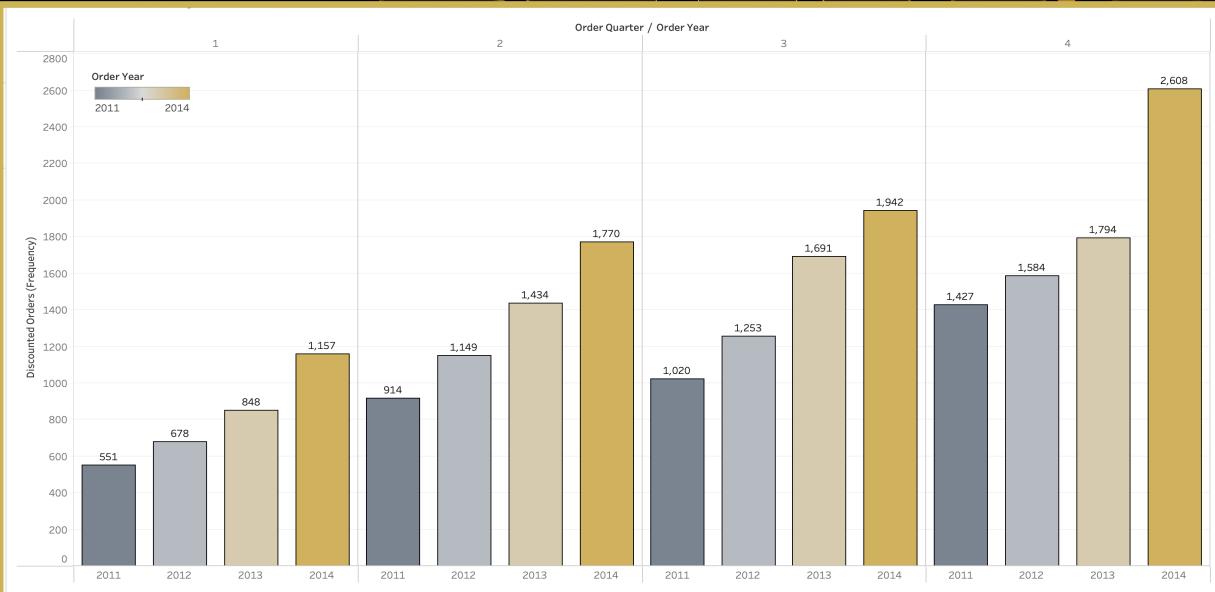
Tables are at a loss



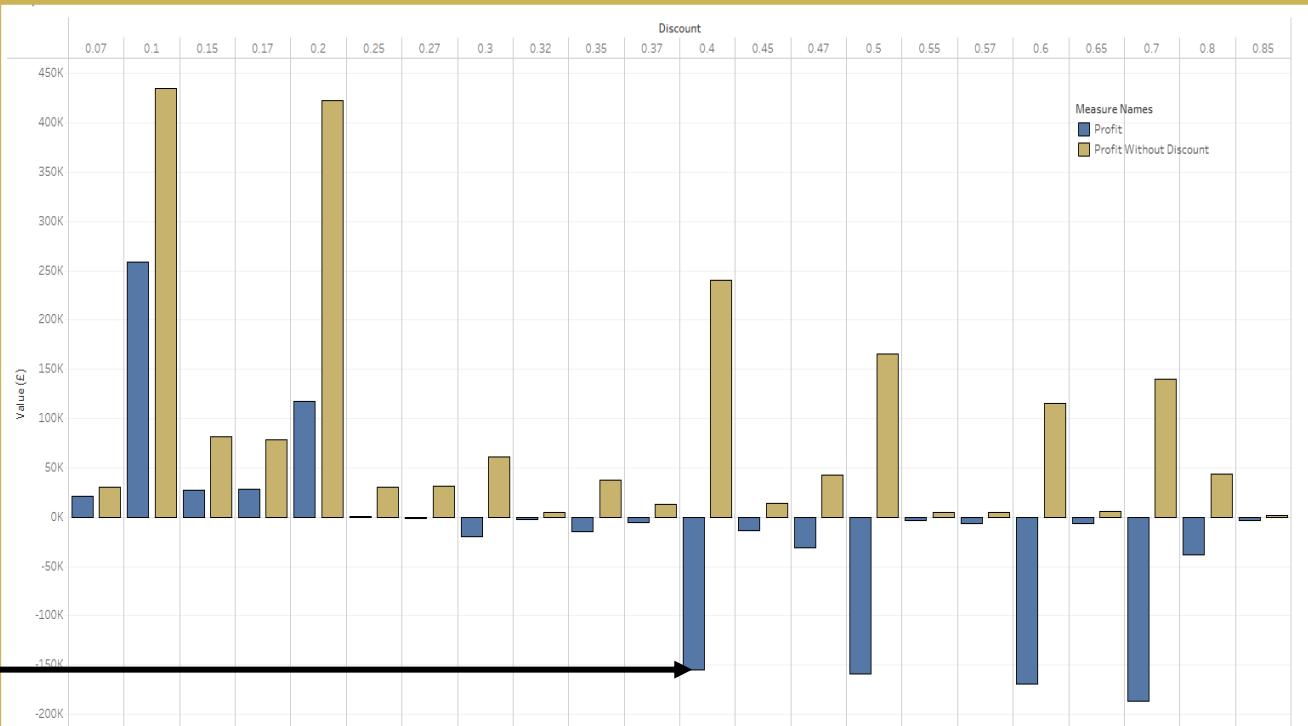
OFFUTURE
THE FUTURE OF OFFICE SUPPLIES

COUNT OF DISCOUNTS BY QUARTER & YEAR

Consistent increase in number of discounts



IMPACT OF DISCOUNTS ON PROFIT



Discounts over 40% are not profitable



SALES BY TYPE OF CUSTOMER



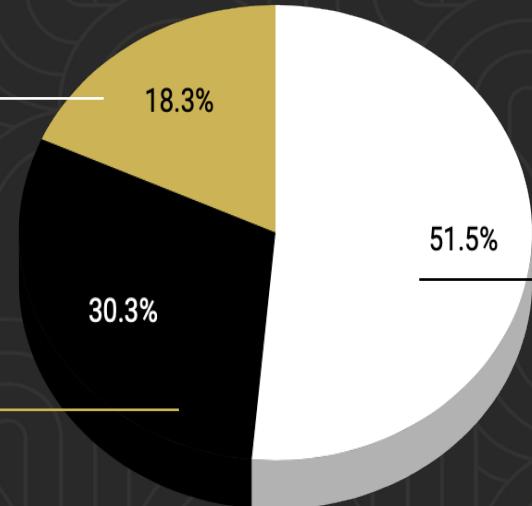
Home Office

£2.3M



Corporate

£3.82M



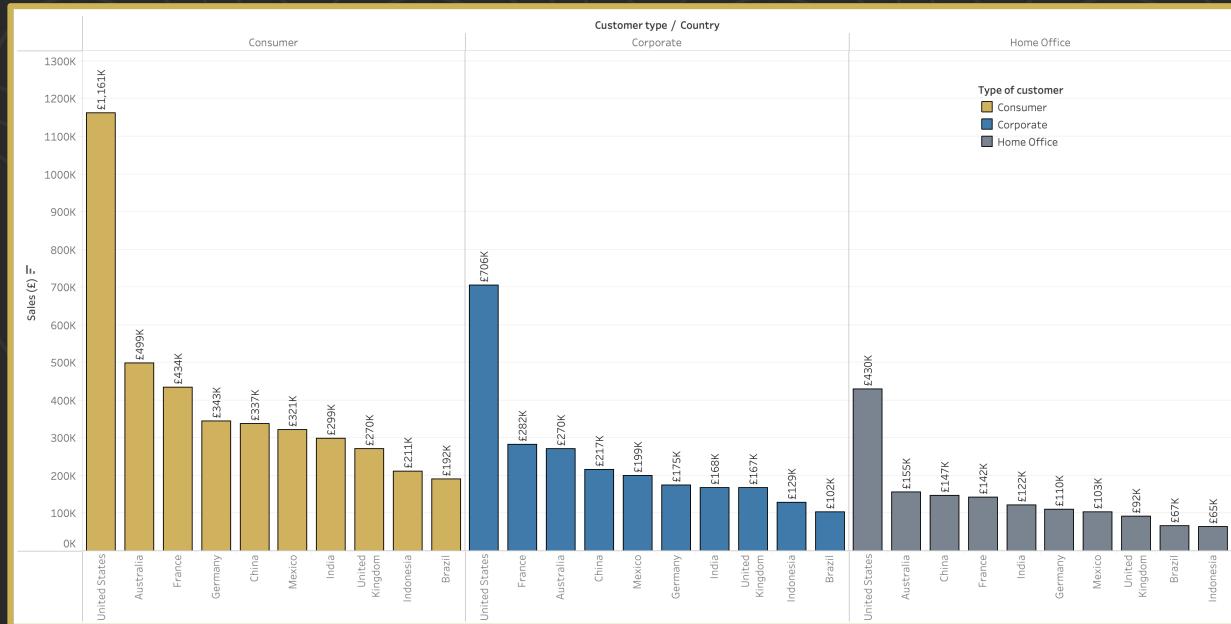
£6.5M

Consumer



TYPE OF CUSTOMERS BY COUNTRY

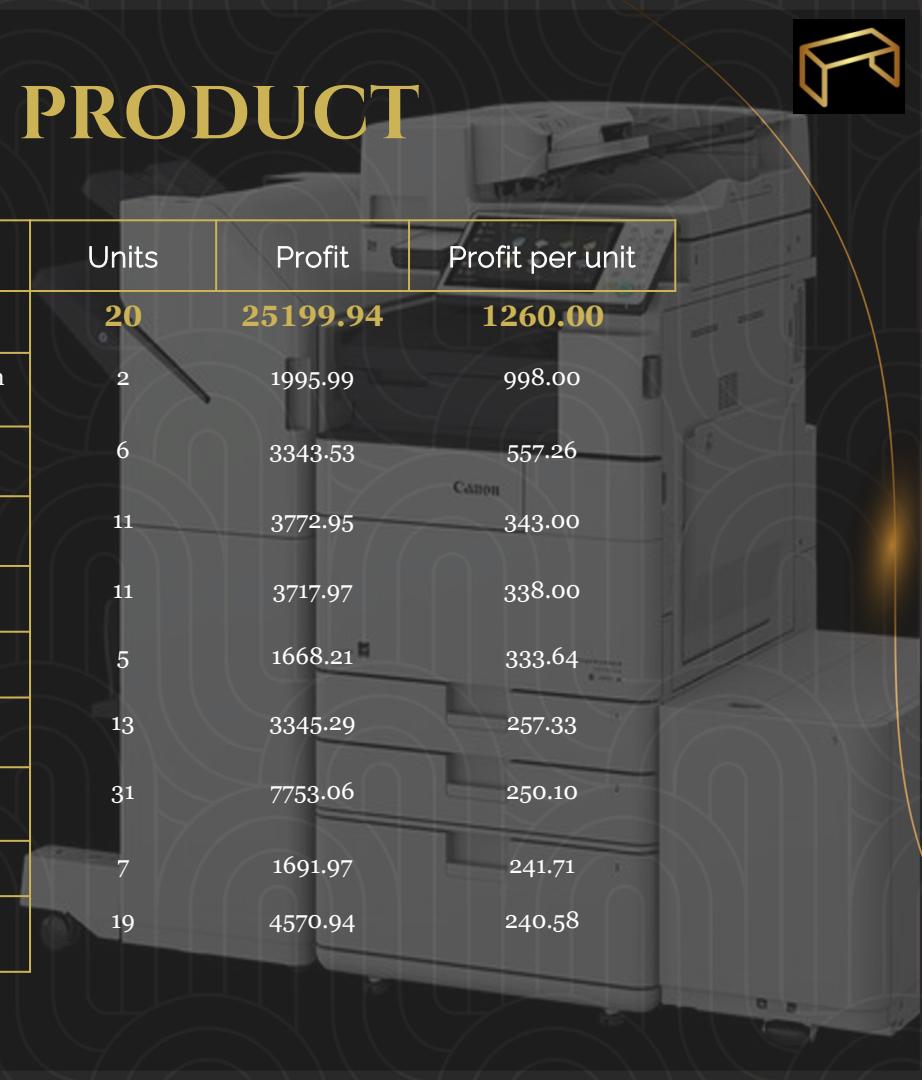
SALES VS CUSTOMER TYPE & COUNTRY





BEST PERFORMING PRODUCT

Product	Units	Profit	Profit per unit
Canon image CLASS 2200 Advanced Copier	20	25199.94	1260.00
Canon image CLASS MF7460 Monochrome Digital Laser Multifunction Copier	2	1995.99	998.00
Zebra ZM400 Thermal Label Printer	6	3343.53	557.26
Ativa V411oMDD Micro-Cut Shredder	11	3772.95	343.00
3D Systems Cube Printer, 2nd Generation, Magenta	11	3717.97	338.00
Hewlett-Packard Deskjet 6988DT Refurbished Printer	5	1668.21	333.64
Ibico EPK-21 Electric Binding System	13	3345.29	257.33
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	31	7753.06	250.10
Canon Image Class D660 Copier	7	1691.97	241.71
Canon PC1060 Personal Laser Copier	19	4570.94	240.58





WORST PERFORMING PRODUCT

Product	Units	Profit(£)	Profit per unit	Shipping cost	Discount
Cubify CubeX 3D Printer Double Head Print	9	-8879.97	-986.66	451.63	0.7
Cubify CubeX 3D Printer Triple Head Print	4	-3839.99	-960.00	219.62	0.7
Cisco TelePresence System EX90 Videoconferencing Unit	6	-1811.08	-301.85	674.82	0.5
Lexmark MX611dhe Monochrome Laser Printer	18	-4589.97	-255.00	120.31	0.7
Barricks Conference Table, Rectangular	10	-2487.97	-248.80	129.51	0.8
Hon Conference Table, with Bottom Storage	5	-820.15	-164.03	62.75	0.85
Zebra GK420t Direct Thermal/Thermal Transfer Printer	6	-938.28	-156.38	169.49	0.8
3D Systems Cube Printer, 2nd Generation, White	3	-468.00	-156.00	172.07	0.8
Barricks Round Table, with Bottom Storage	11	-1715.33	-155.94	43.45	0.6
Bevis Round Table, Adjustable Height	19	-2869.26	-151.01	26.88	0.7



KEY INSIGHTS



DISCOUNT STRATEGY

Affect of discounts
on profits



PROFIT & SALES

Consistent Profit
Conversion Rates



GEOGRAPHIC ANALYSIS

Identifying strong and
challenging markets



CUSTOMER ANALYSIS

Consumer market largest





THANK YOU!

