



Offuture Performance Analysis

Team HAVING

Agenda

- ❑ Introduction
- ❑ General Performance Overview
- ❑ Market Analysis
- ❑ Detailed Analysis
- ❑ Conclusion
- ❑ Questions

General Performance Overview





Summary Statistics 2011-2014

Count of Orders

25,035

Total Revenue

12,642,502

Total Profit

1,467,457



Best Performing Products

Sales



Apple SmartPhone, Full size

Profit



Canon ImageCLASS 2200 Advanced Copier





Worst Performing Products

Sales



4

Eureka Disposable Bags

Profit



5

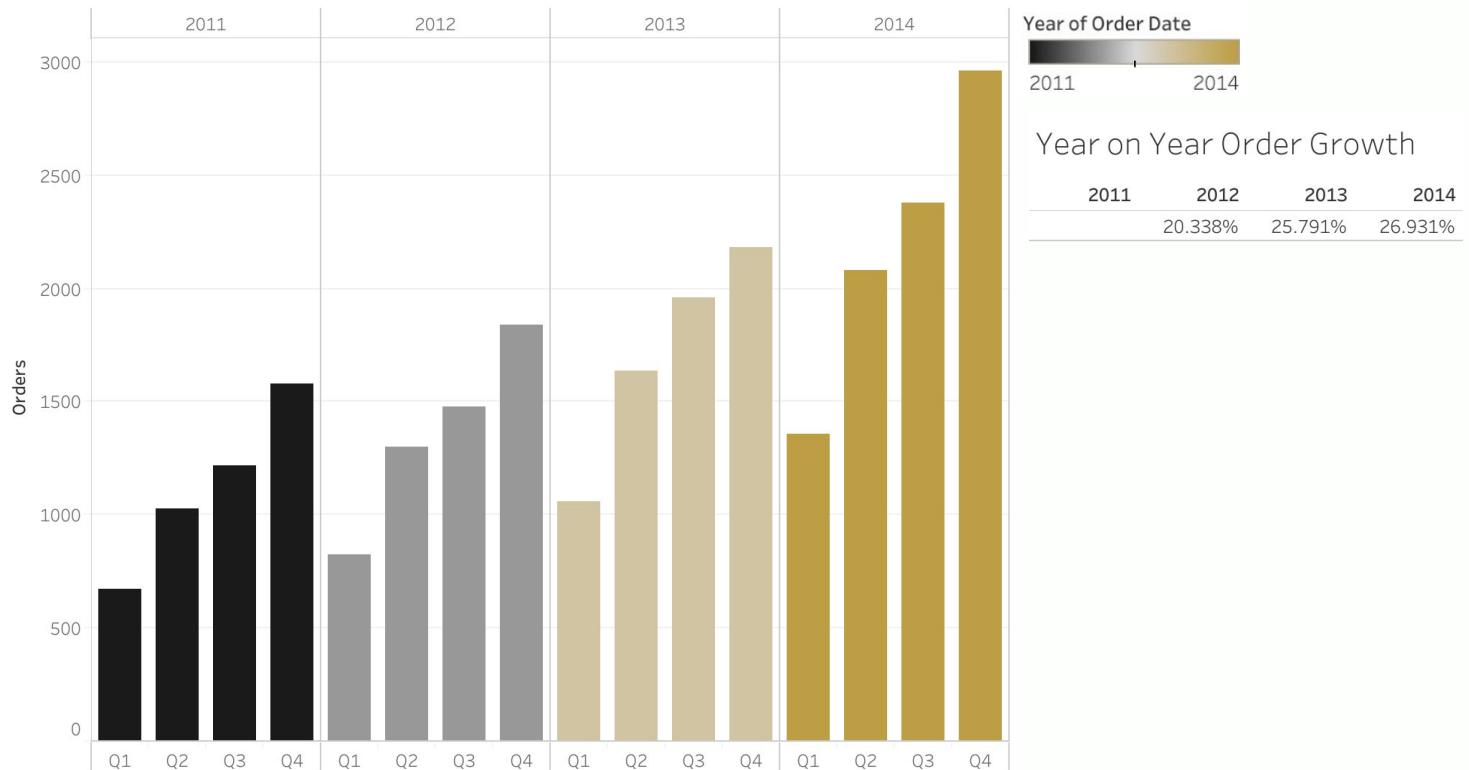
Cubify CubeX 3D Printer Double Head Print





Yearly Overview Orders

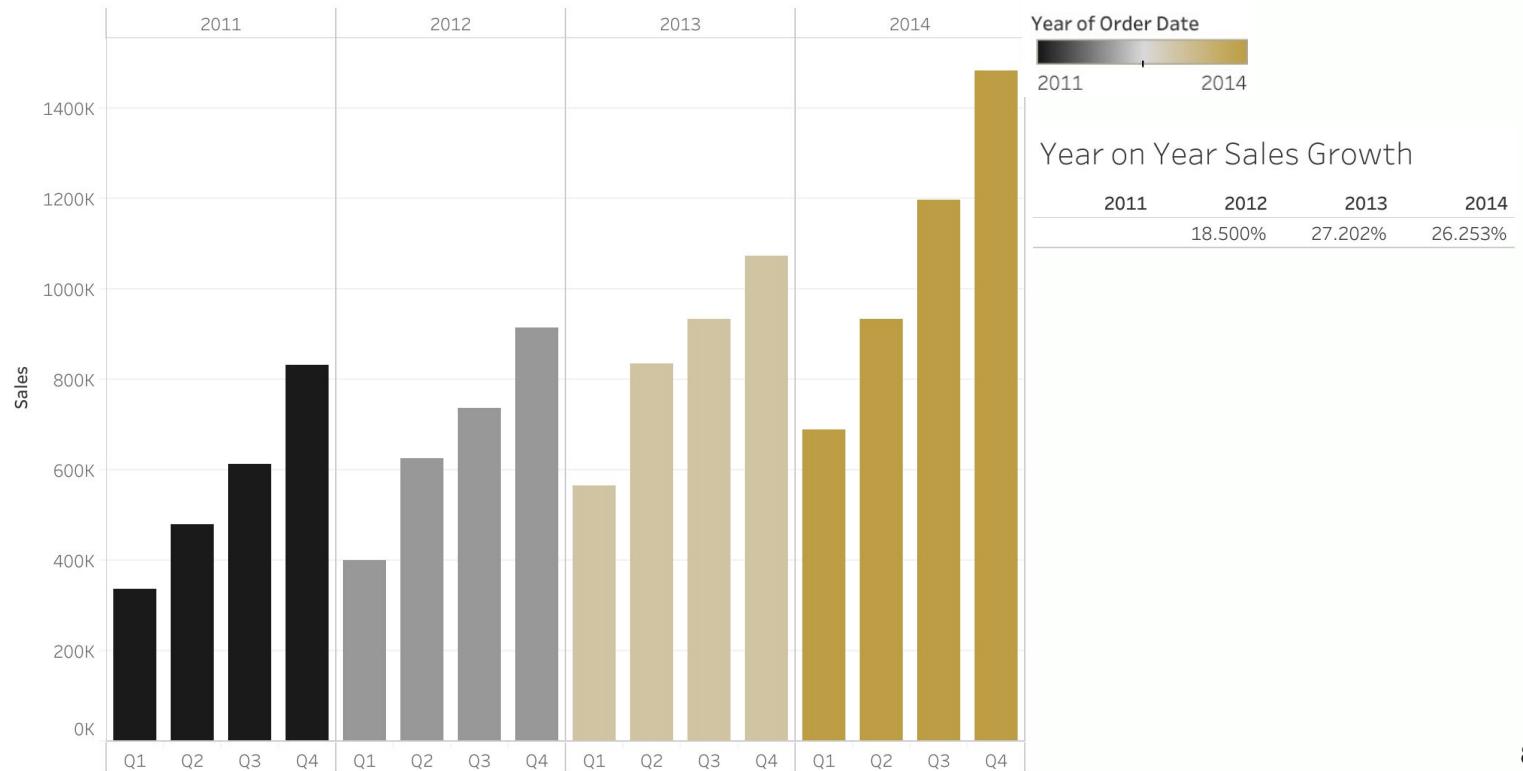
Year on Year Order Growth





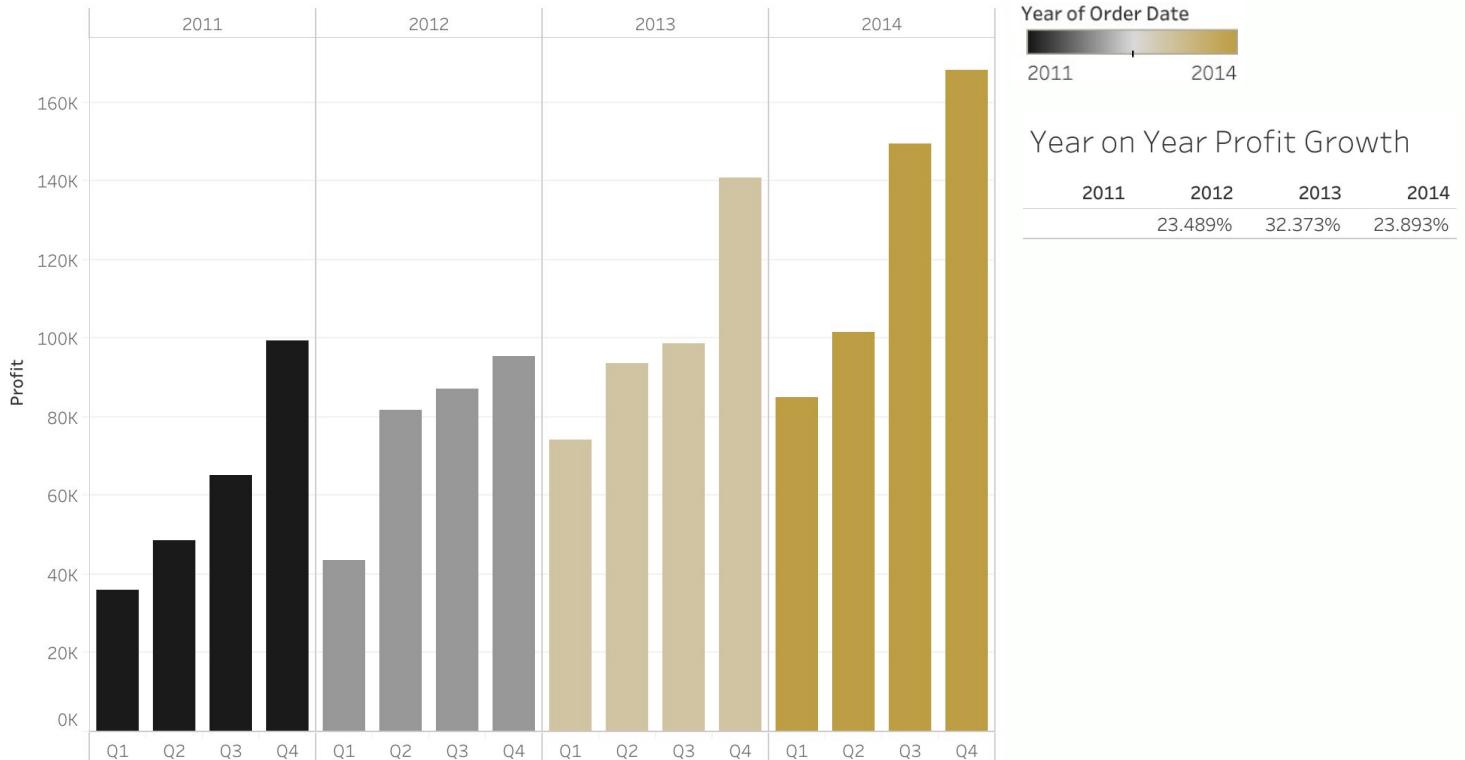
Yearly Overview Sales

Year on Year Sales Growth



Yearly Overview Profit

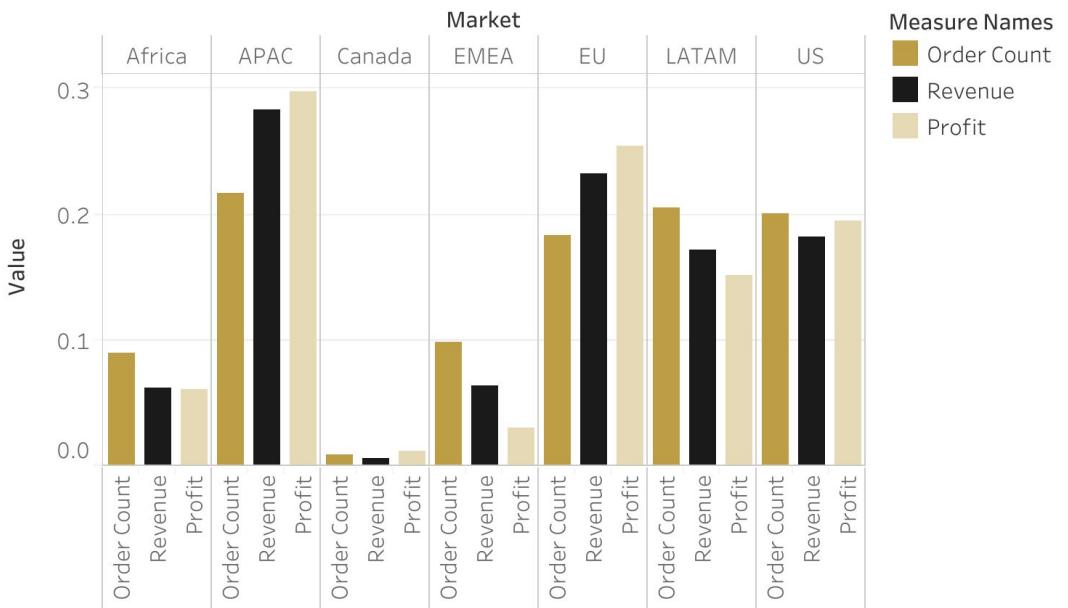
Year on Year Profit Growth



Market Analysis Per Region



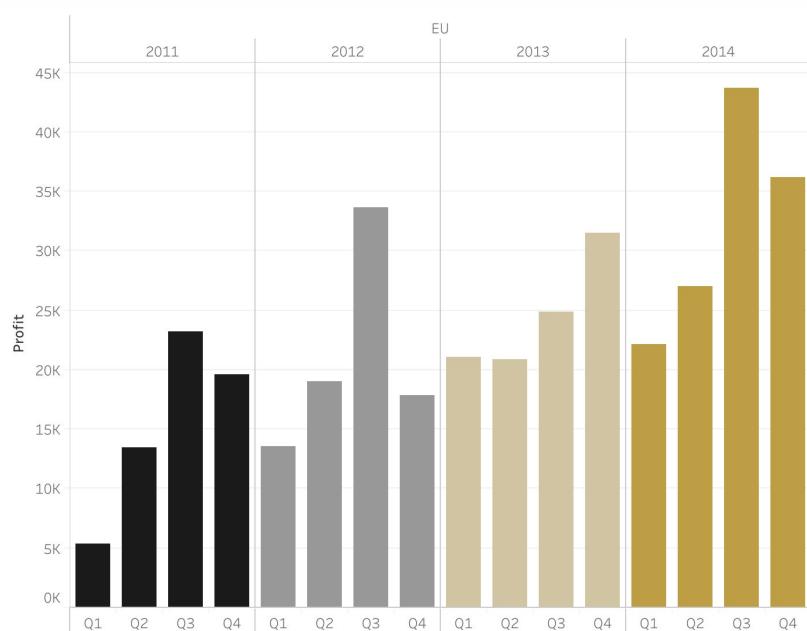
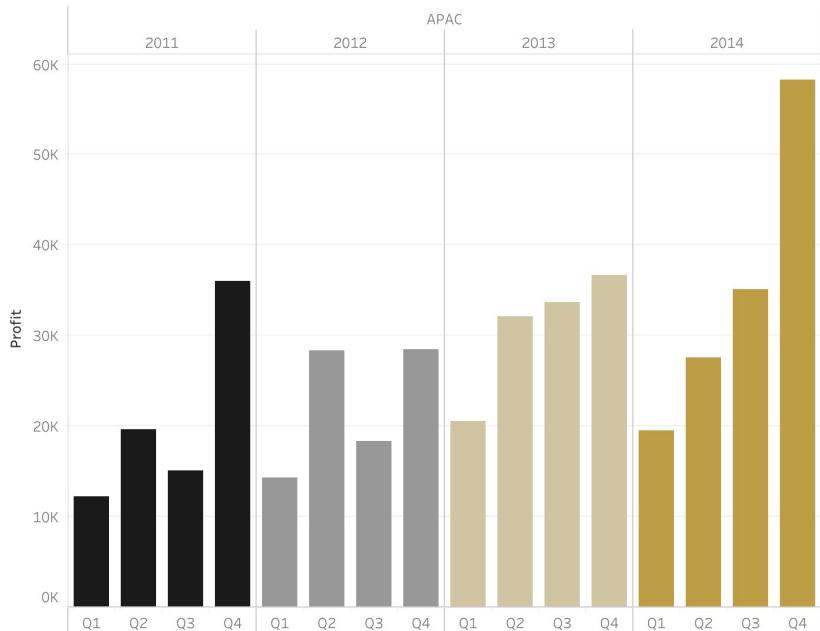
Market Overview



- ❖ Best performing market
- ❖ 80% of the business can be split between four markets
- ❖ APAC and EU are substantially more profitable

Year on Year Profit

APAC EU



Best Performing Products By Profit

APAC



Motorola SmartPhone

EU



Hoover Stove Red





Worst Performing Products By Profit

APAC



Apple SmartPhone

EU



Hoover Stove White



Detailed Analysis

APAC and EU markets
What drives profit?

- Sub-Category
- Shipping Priority
- Customer Segment



APAC Profit By Subcategories

APAC Profit By Subcategories

Sub-Catego..

Accessories

Appliances

Art

Binders

Bookcases

Chairs

Copiers

Envelopes

Fasteners

Furnishings

Labels

Machines

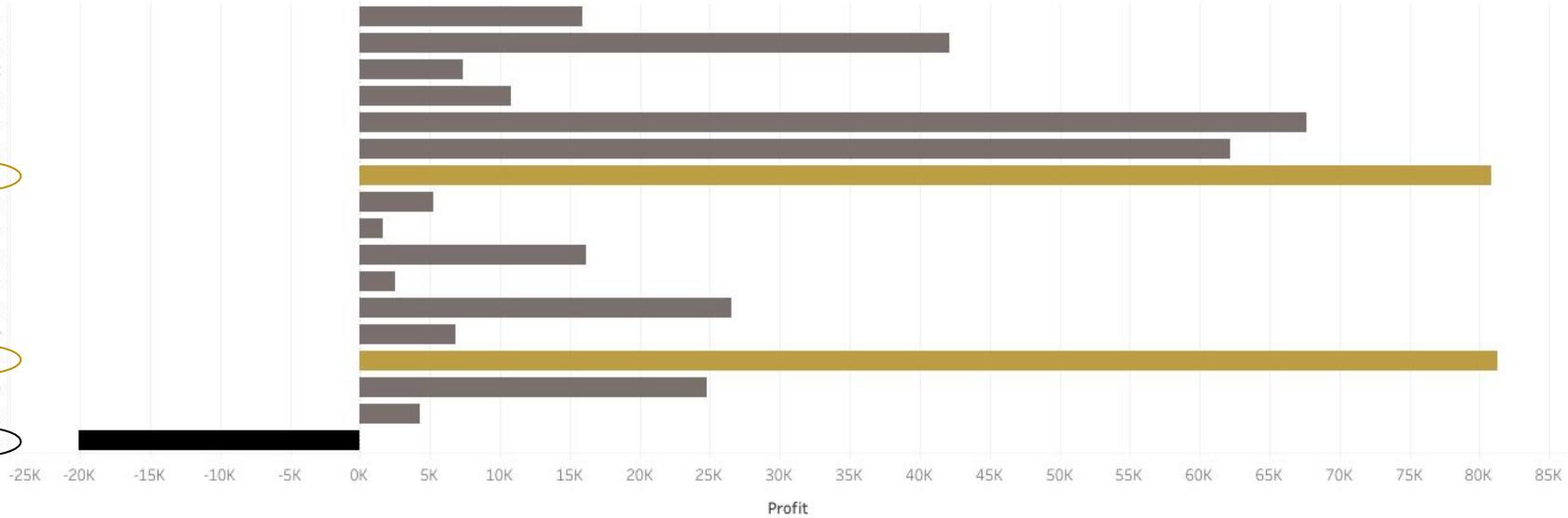
Paper

Phones

Storage

Supplies

Tables





EU Profit By Subcategories

EU Profit By Subcategories

Sub-Catego..

Accessories

Appliances

Art

Binders

Bookcases

Chairs

Copiers

Envelopes

Fasteners

Furnishings

Labels

Machines

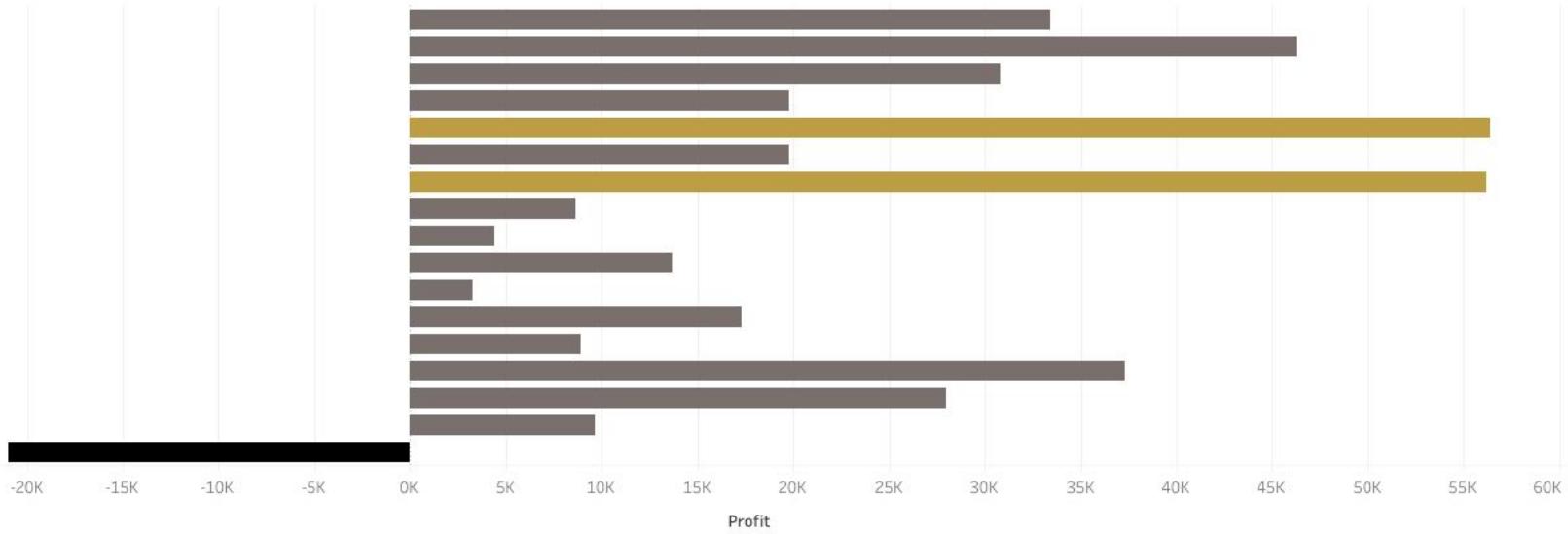
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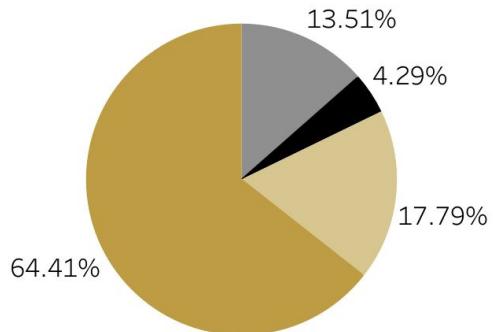
Tables



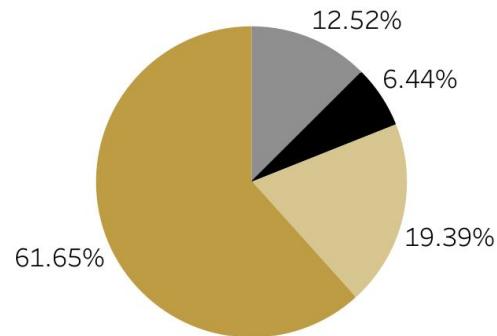


Percentage of Profit (POP) Per Ship Mode

Ship Mode POP / APAC



Ship Mode POP / EU

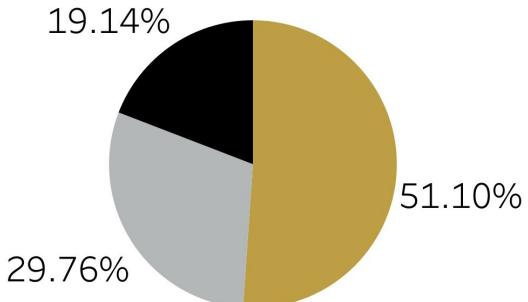


Ship Mode
■ First Class
■ Same Day
■ Second Class
■ Standard Class

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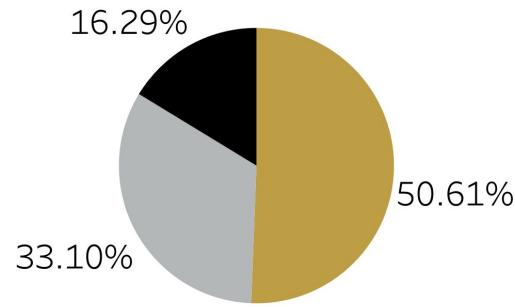
Profit Per Customer Segment

Profit Per Customer Segment / APAC



Segment
■ Consumer
■ Corporate
■ Home Office

Profit Per Customer Segment / EU

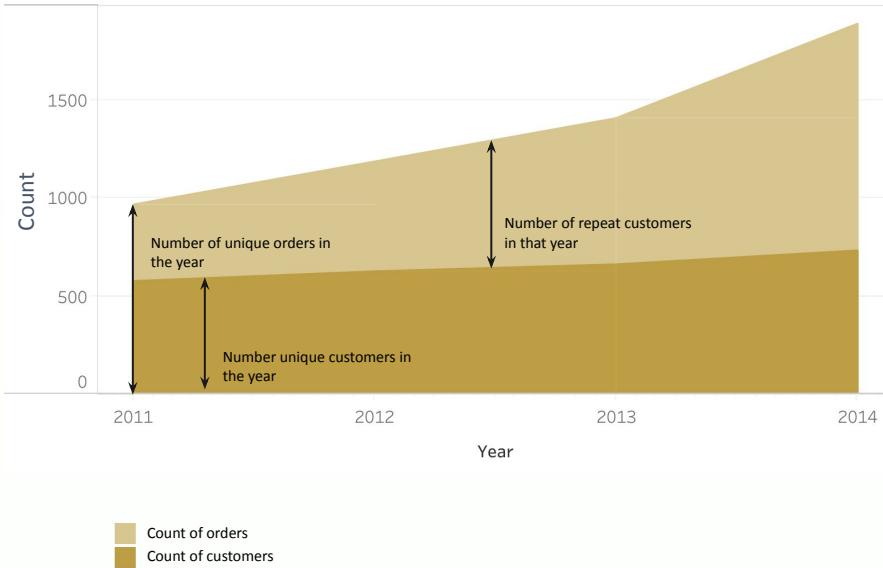


Segment
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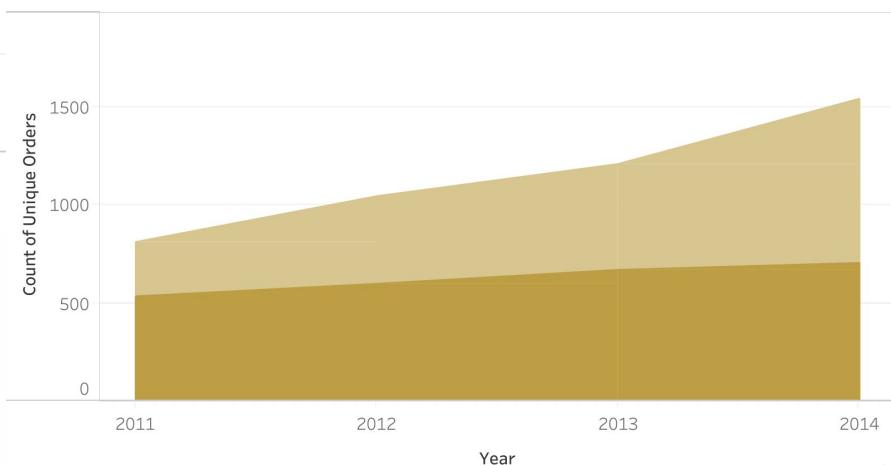


Customer Retention and Growth

APAC Customers Per Year



EU Customers Per Year



Conclusions



Thank you for
listening.

Any Questions?

Appendix



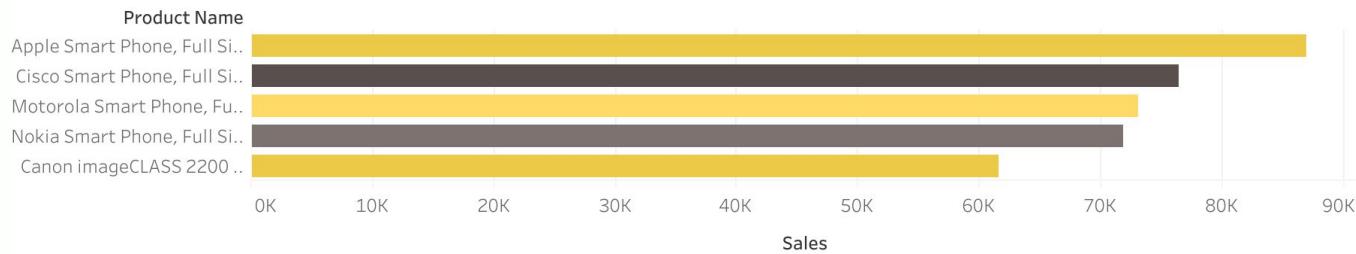
Image References

1. <https://www.pexels.com/photo/man-sitting-in-front-of-computer-380769/>
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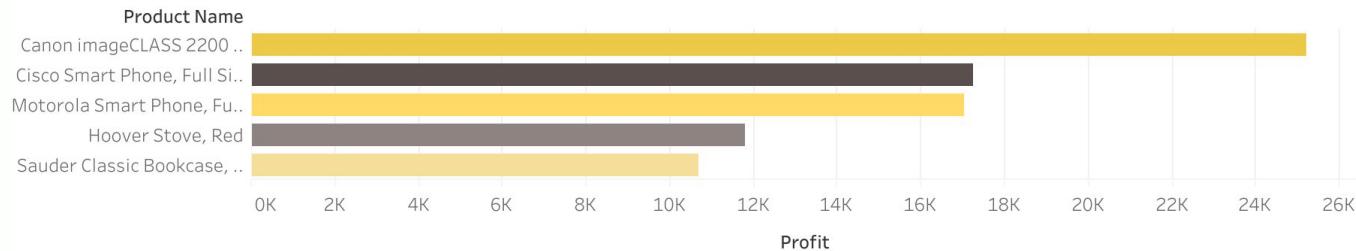


Top 5 Performing Products By Sales and Profit

Top 5 Products by Sales



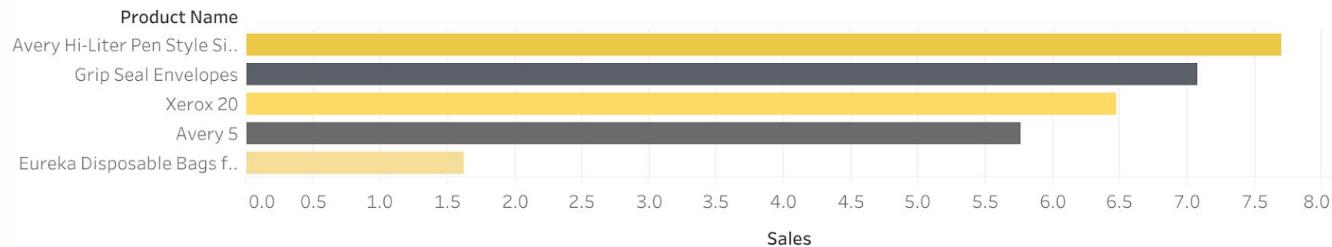
Top 5 Products by Profit



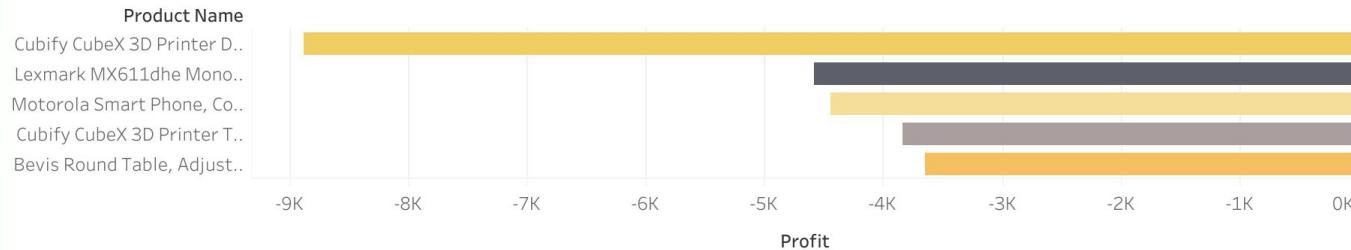


Bottom 5 Performing Products By Sales and Profit

Bottom 5 Products by Sales

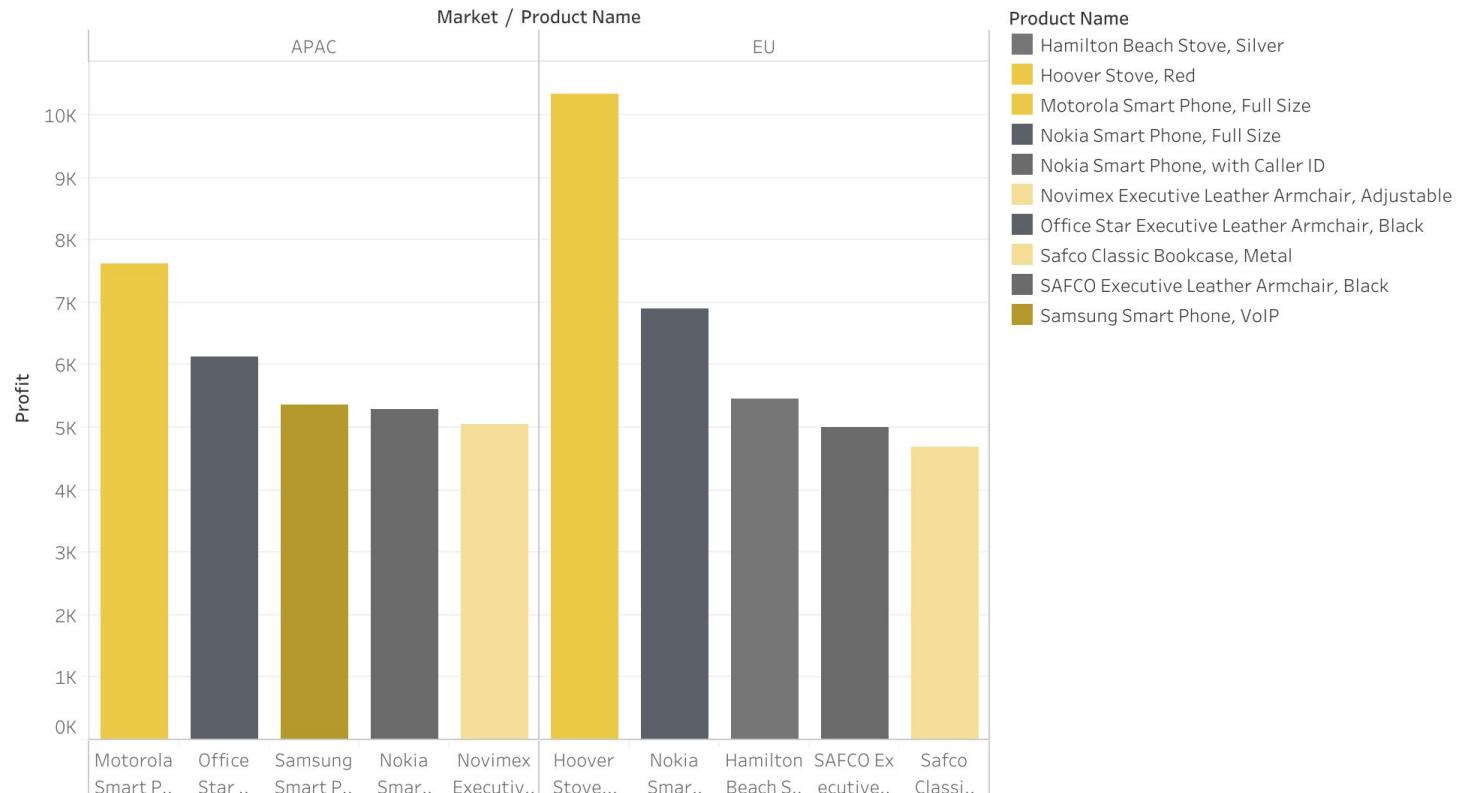


Bottom 5 Products by Profit





Top 5 Performing Products By Profit for APAC and EU





Bottom 5 Performing Products By Profit for APAC and EU

