

BUSINESS OVERVIEW

Overview

Market

Product

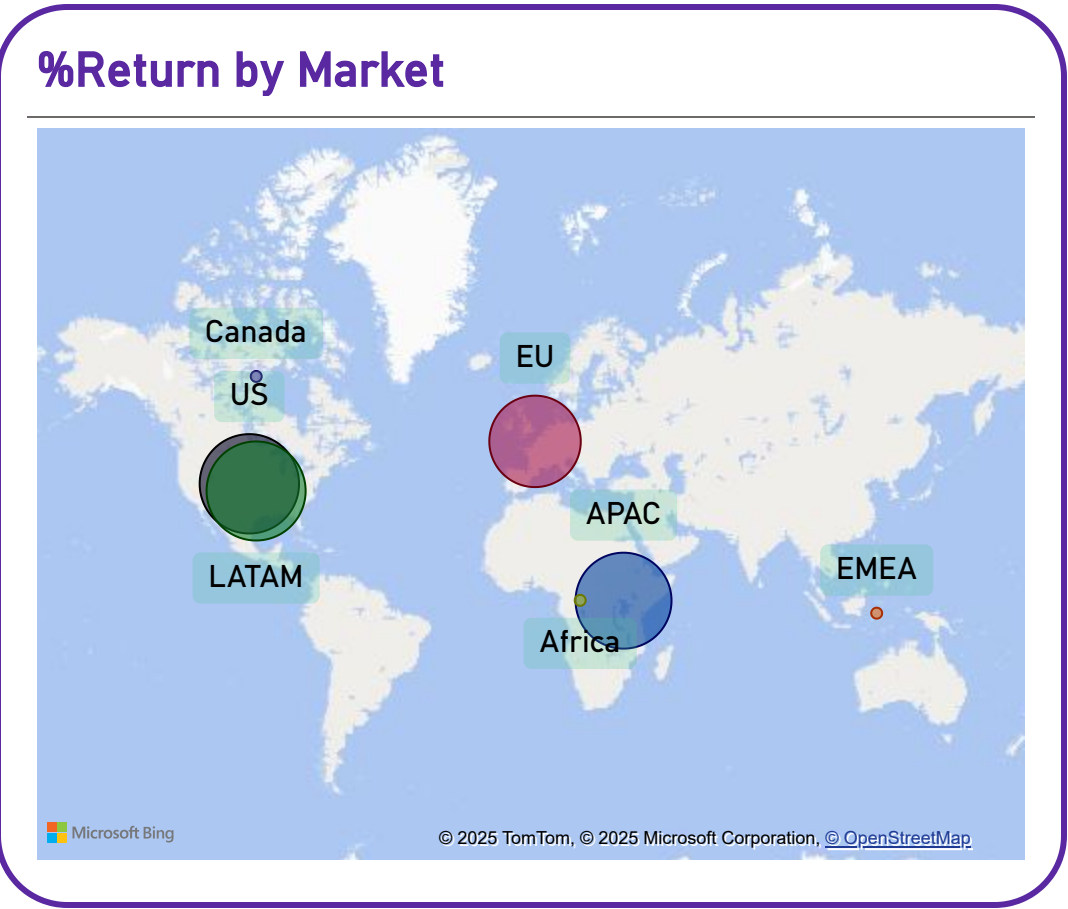
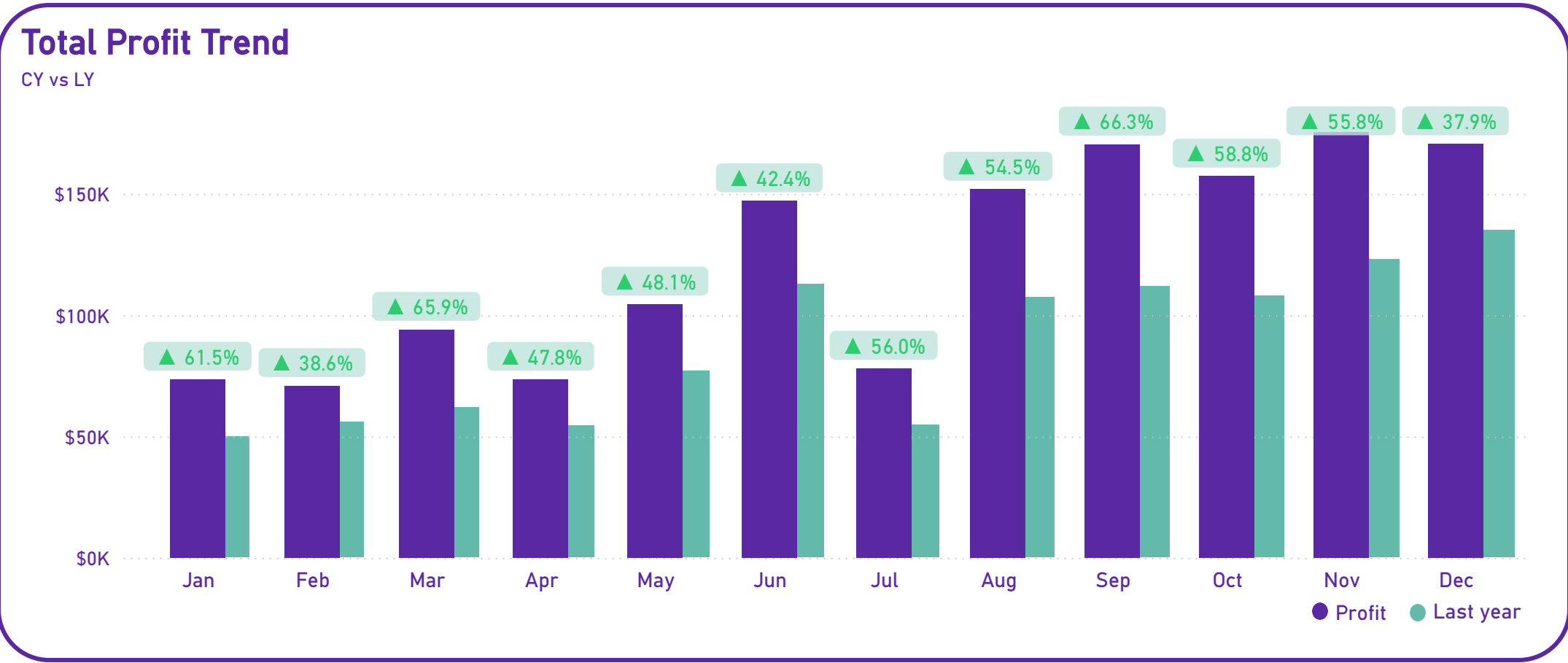
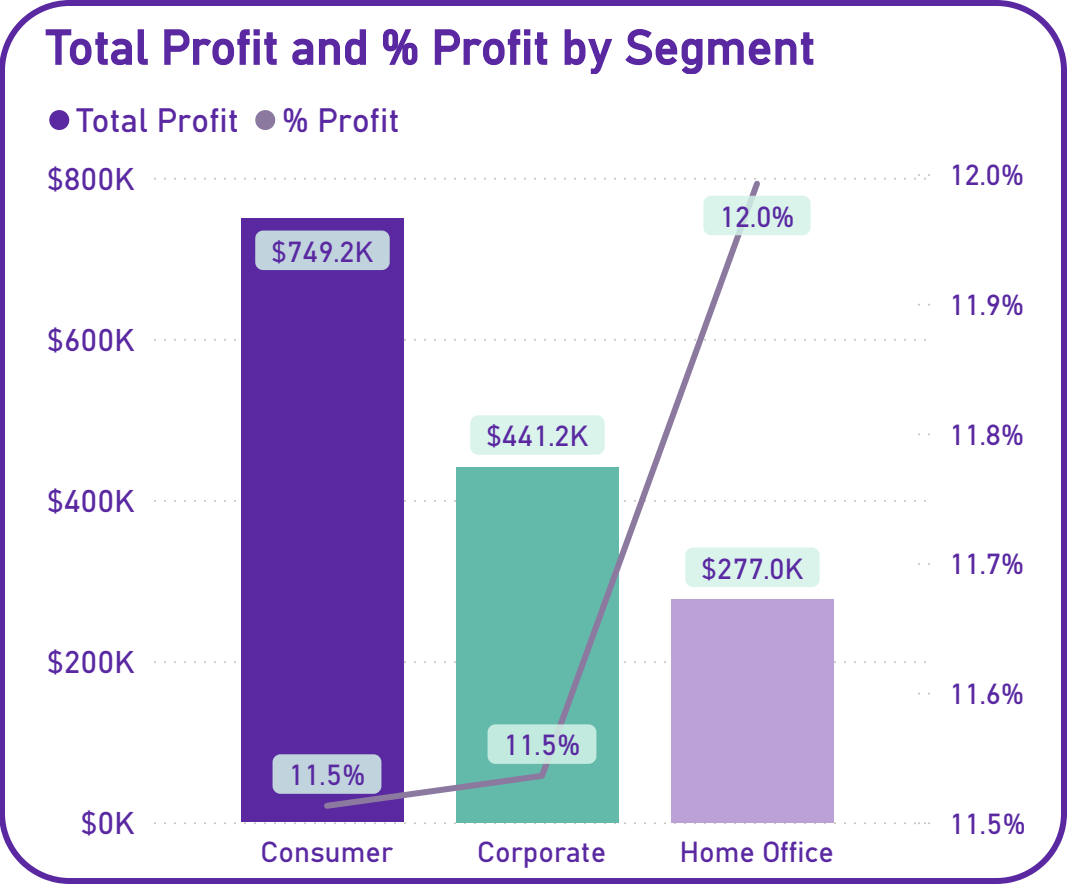
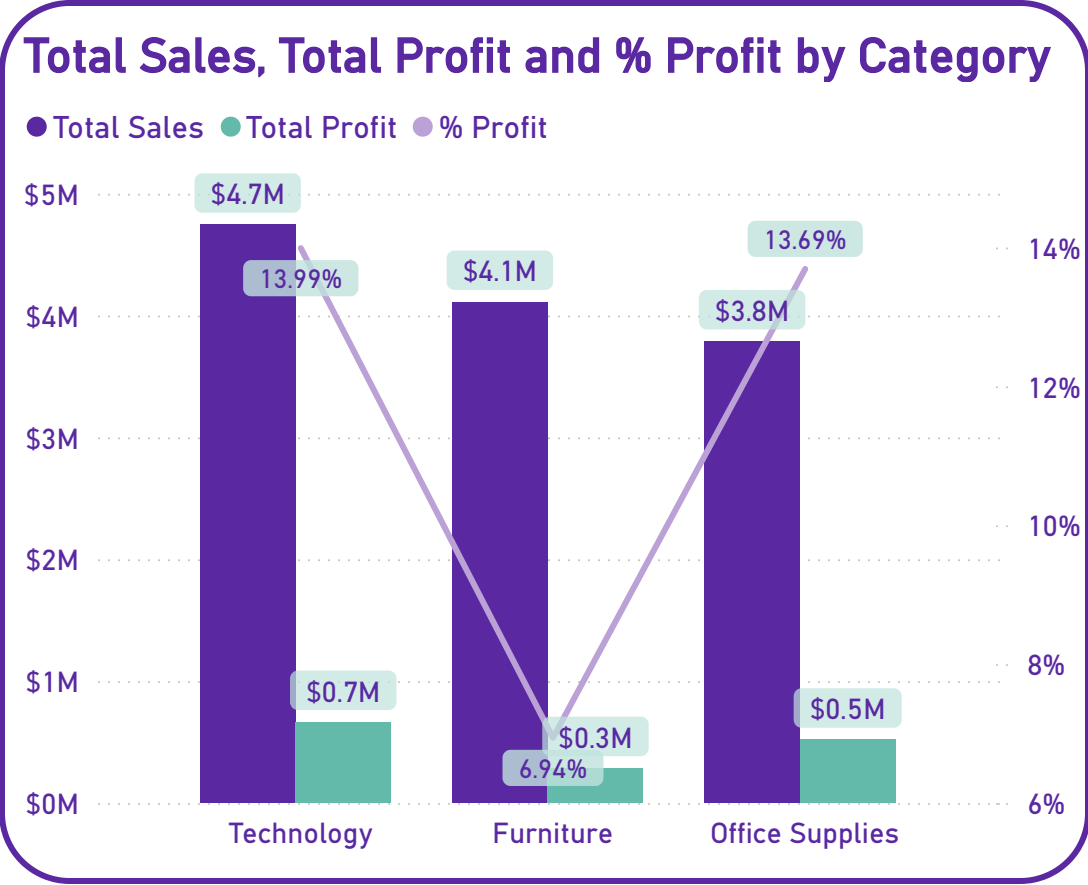
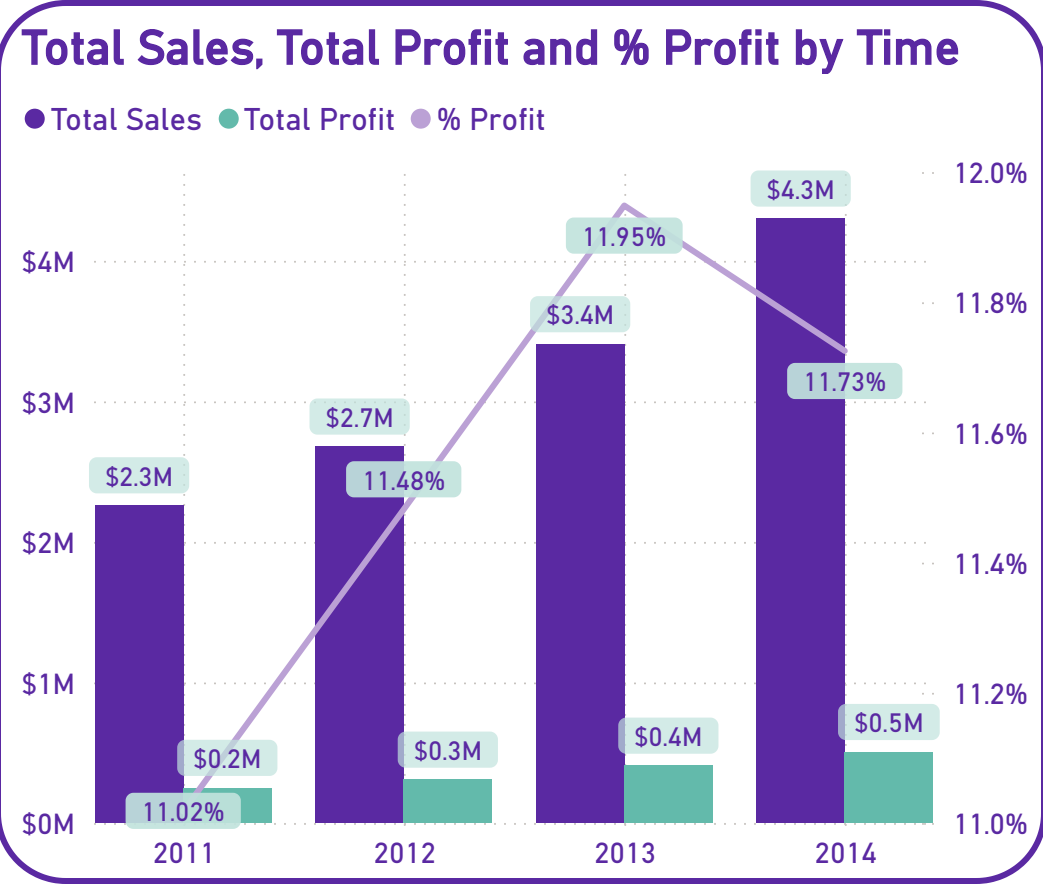
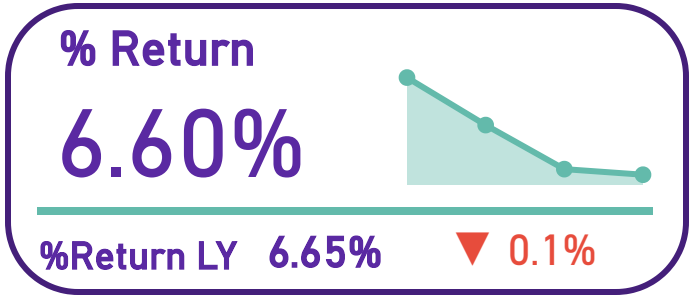
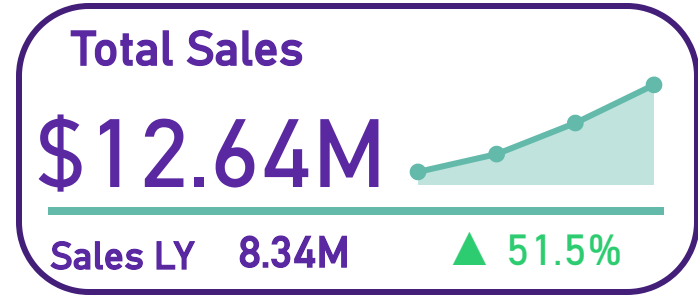
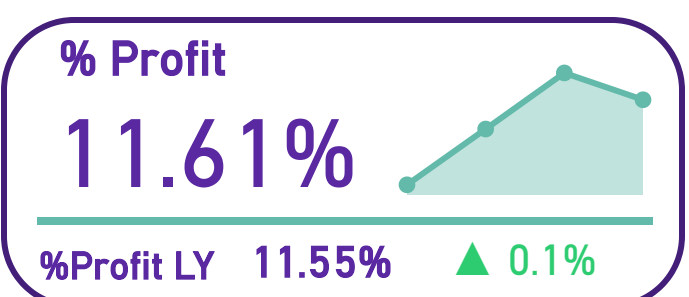
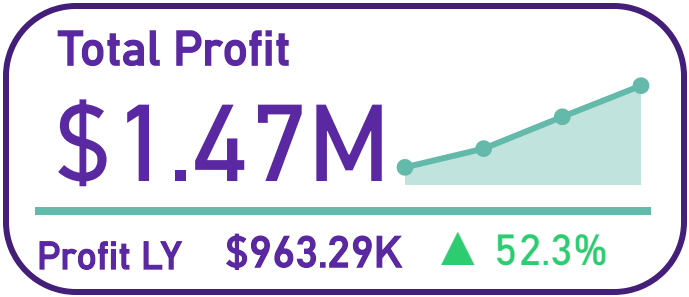
Detail

Year
All

Category
All

Sub-Category
All

Market
All



MARKET ANALYSIS

Overview

Market

Product

Detail

Year

All

Category

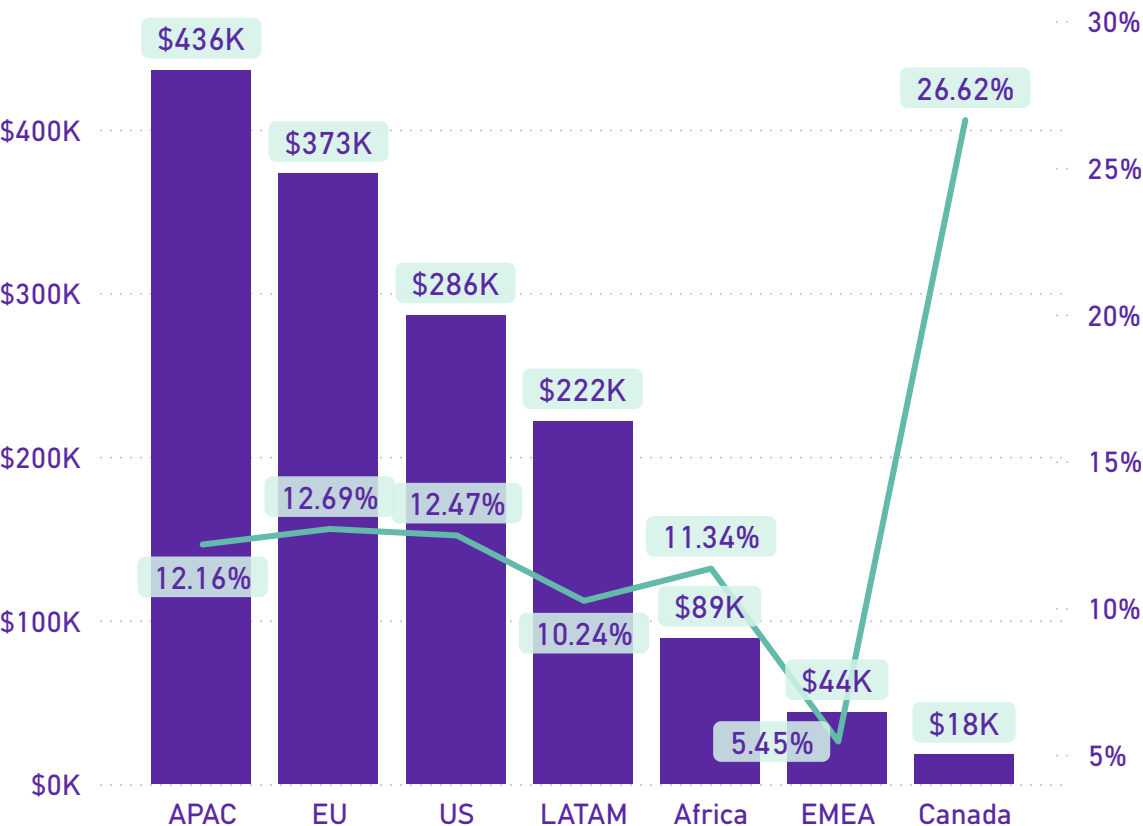
All

Sub-Category

All

Total Profit and % Profit by Market

● Total Profit ● % Profit



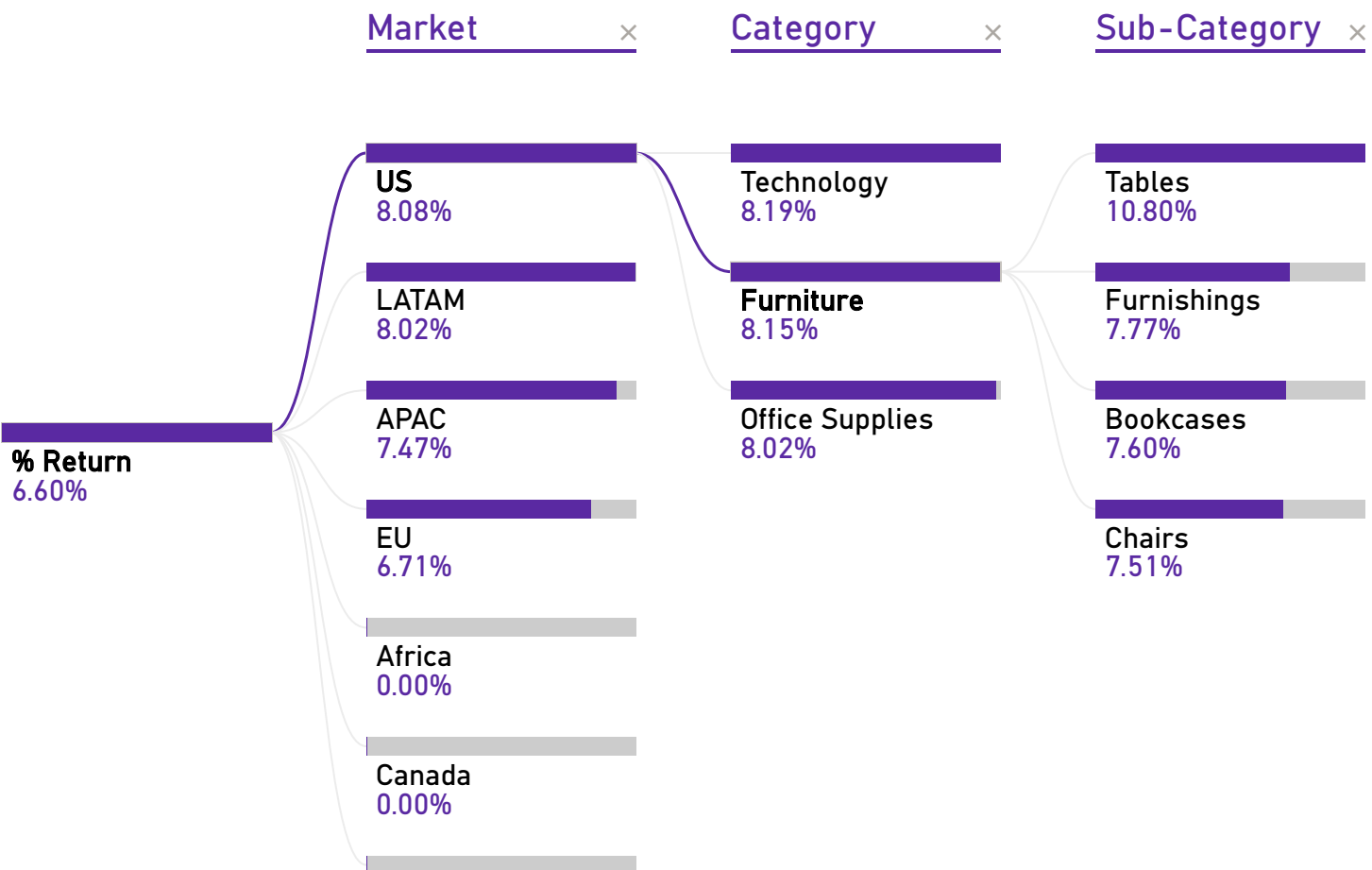
Which measure by Markert?

Total Profit

Total Sales

% Return

% Customer Growth



Choose a Market to Explore

Canada

EU

US

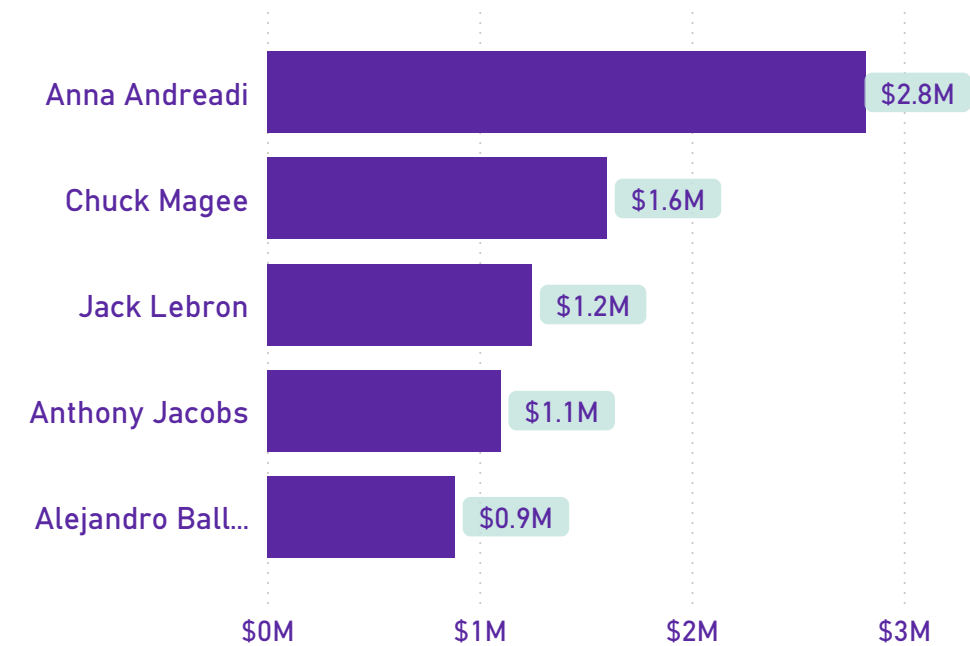
APAC

Africa

LATAM

EMEA

Best Performers (by Sales)



| Sub-Category | Total Profit | Profit by Year | % Profit | Total Sales | % Return | % Customer Growth |
|--------------|--------------|----------------|----------|----------------|----------|-------------------|
| Storage | \$108,461.49 | | 9.62% | \$1,127,085.86 | 5.66% | 12.92% |
| Binders | \$72,449.85 | | 15.68% | \$461,911.51 | 6.64% | 13.37% |
| Art | \$57,953.91 | | 15.58% | \$372,091.97 | 5.26% | 14.24% |
| Paper | \$59,207.68 | | 24.24% | \$244,291.72 | 6.87% | 15.22% |
| Phones | \$216,717.01 | | 12.70% | \$1,706,824.14 | 6.33% | 16.77% |
| Accessories | \$129,626.31 | | 17.30% | \$749,237.02 | 7.64% | 16.79% |
| Furnishings | \$46,967.43 | | 12.18% | \$385,578.26 | 7.05% | 18.01% |
| Chairs | \$140,396.27 | | 9.35% | \$1,501,681.76 | 6.78% | 18.44% |
| Fasteners | \$11,525.42 | | 13.85% | \$83,242.32 | 8.03% | 21.23% |
| Envelopes | \$29,601.12 | | 17.32% | \$170,904.30 | 6.52% | 21.49% |
| Supplies | \$22,583.26 | | 9.29% | \$243,074.22 | 6.66% | 22.73% |
| Labels | \$15,010.51 | | 20.45% | \$73,404.03 | 5.81% | 23.31% |
| Appliances | \$141,680.59 | | 14.01% | \$1,011,064.30 | 8.46% | 23.84% |

PRODUCT ANALYSIS

Overview

Market

Product

Detail

Year

All

Category

All

Sub-Category

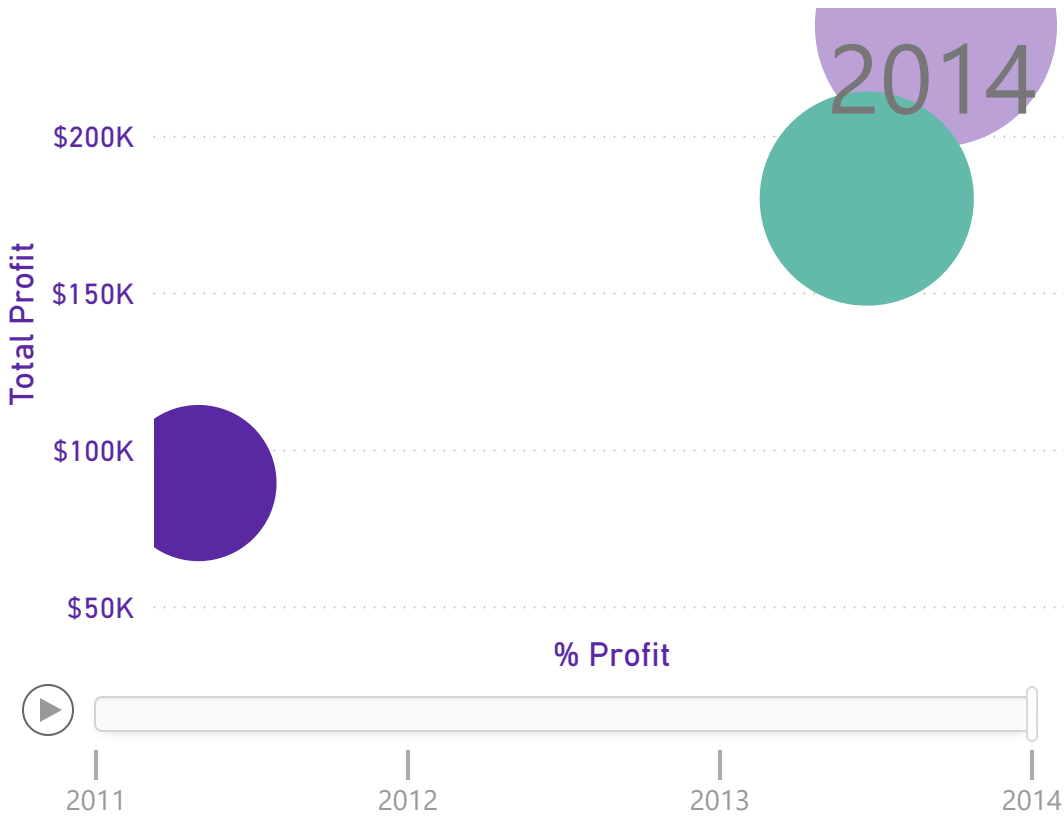
All

Market

All

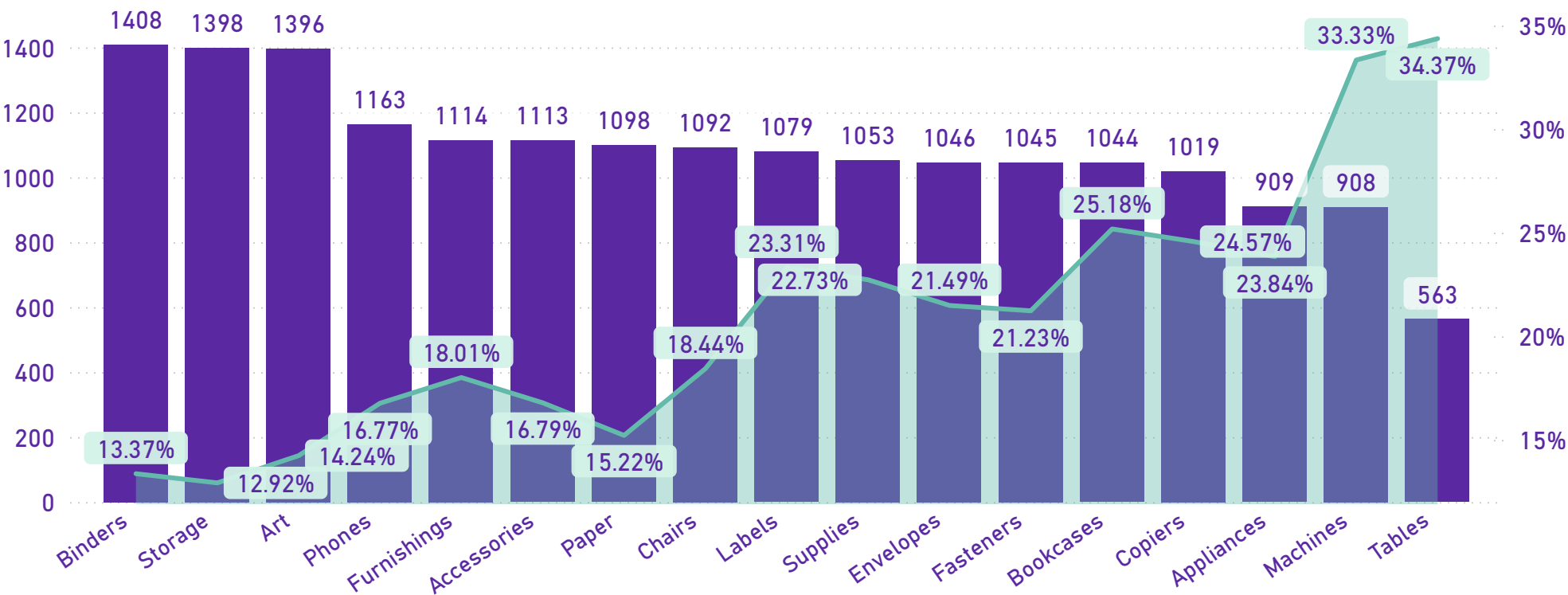
Profit Trend

Category ● Furniture ● Office Supplies ● Technology



Total Customer and % Customer Growth by Sub-Category

● Total Customer ● % Customer Growth



Analyze by which measure?

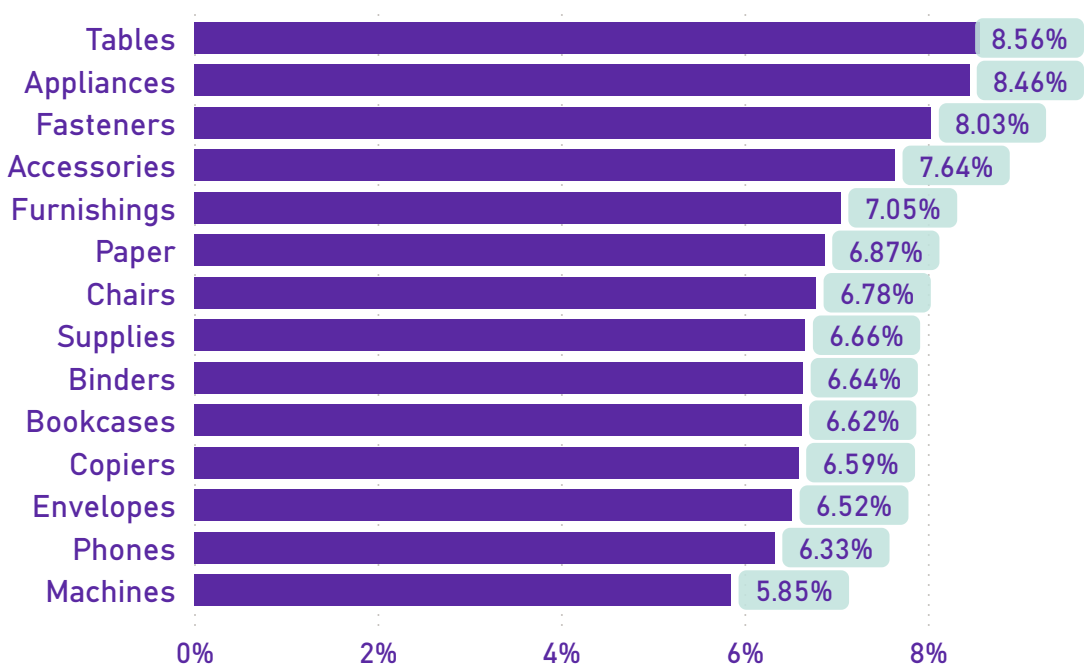
Total Profit

Total Sales

% Return

% Customer Growth

% Return by Sub-Category



| Sub-Category | Africa | APAC | Canada | EMEA | EU | LATAM | US |
|--------------|--------|-------|--------|-------|-------|--------|--------|
| Tables | 0.00% | 6.58% | 0.00% | 0.00% | 5.01% | 10.83% | 10.80% |
| Supplies | 0.00% | 6.42% | 0.00% | 0.00% | 7.72% | 8.60% | 9.58% |
| Storage | 0.00% | 7.51% | 0.00% | 0.00% | 5.18% | 8.77% | 6.78% |
| Phones | 0.00% | 6.42% | 0.00% | 0.00% | 6.22% | 7.72% | 8.00% |
| Paper | 0.00% | 5.49% | 0.00% | 0.00% | 7.63% | 6.73% | 8.75% |
| Machines | 0.00% | 6.93% | 0.00% | 0.00% | 7.01% | 4.60% | 13.86% |
| Labels | 0.00% | 6.11% | 0.00% | 0.00% | 6.71% | 7.36% | 6.21% |
| Furnishings | 0.00% | 9.88% | 0.00% | 0.00% | 7.21% | 6.24% | 7.77% |
| Fasteners | 0.00% | 9.87% | 0.00% | 0.00% | 8.39% | 9.83% | 7.44% |
| Envelopes | 0.00% | 8.83% | 0.00% | 0.00% | 6.69% | 7.01% | 5.52% |
| Copiers | 0.00% | 6.71% | 0.00% | 0.00% | 9.29% | 6.83% | 8.12% |
| Chairs | 0.00% | 7.48% | 0.00% | 0.00% | 5.24% | 8.32% | 7.51% |
| Bookcases | 0.00% | 6.90% | 0.00% | 0.00% | 7.90% | 7.64% | 7.60% |
| Binders | 0.00% | 7.71% | 0.00% | 0.00% | 4.94% | 9.19% | 9.34% |

Overview

Market

Product

Detail

Product Detail View

Product Name

All

Category

All

Sub-Category

All

Year

All

Market

All

| Product Name | Category | Sub-Category | Total Sales | Total Profit | % Profit | Total Loss | % Loss Sales | Unit Sold | % Return |
|--|-----------------|--------------|-----------------|----------------|----------|------------|--------------|-----------|----------|
| Acco Binding Machine, Durable | Office Supplies | Binders | \$4,377.24 | \$1,235.82 | 28.23% | \$24 | 0.36% | 94 | 6.38% |
| Staples | Office Supplies | Appliances | \$528.78 | \$118.00 | 22.32% | \$6 | 0.45% | 52 | 44.23% |
| Jiffy Interoffice Envelope, Recycled | Office Supplies | Envelopes | \$2,756.62 | \$887.08 | 32.18% | \$19 | 0.49% | 75 | 0.00% |
| Smead Color Coded Labels, 5000 Label Set | Office Supplies | Labels | \$486.53 | \$147.59 | 30.33% | \$7 | 0.83% | 41 | 7.32% |
| Stiletto Box Cutter, Steel | Office Supplies | Supplies | \$2,559.61 | \$424.01 | 16.57% | \$45 | 0.83% | 85 | 15.29% |
| Samsung Speaker Phone, VoIP | Technology | Phones | \$5,812.95 | \$1,680.57 | 28.91% | \$39 | 0.85% | 50 | 10.00% |
| SAFCO Swivel Stool, Adjustable | Furniture | Chairs | \$7,871.59 | \$2,057.98 | 26.14% | \$20 | 0.87% | 57 | 0.00% |
| Cisco Smart Phone, Full Size | Technology | Phones | \$76,441.53 | \$17,238.52 | 22.55% | \$365 | 0.94% | 139 | 5.04% |
| Kraft Mailers, with clear poly window | Office Supplies | Envelopes | \$1,746.46 | \$449.38 | 25.73% | \$15 | 0.94% | 49 | 6.12% |
| Konica Printer, White | Technology | Machines | \$8,414.39 | \$2,414.50 | 28.69% | \$107 | 0.95% | 35 | 0.00% |
| Epson Inkjet, Durable | Technology | Machines | \$9,597.52 | \$2,850.76 | 29.70% | \$113 | 0.96% | 34 | 0.00% |
| Harbour Creations Round Labels, Adjustable | Office Supplies | Labels | \$190.09 | \$52.57 | 27.66% | \$2 | 0.98% | 47 | 4.26% |
| Enermax Flash Drive, USB | Technology | Accessories | \$2,514.93 | \$656.80 | 26.12% | \$26 | 1.00% | 69 | 0.00% |
| Cisco Headset, Full Size | Technology | Phones | \$5,323.08 | \$1,372.10 | 25.78% | \$5 | 1.01% | 68 | 14.71% |
| KitchenAid Stove, Silver | Office Supplies | Appliances | \$21,966.33 | \$5,725.21 | 26.06% | \$137 | 1.04% | 46 | 8.70% |
| Rubbermaid Door Stop, Ergonomic | Furniture | Furnishings | \$1,553.42 | \$492.92 | 31.73% | \$19 | 1.09% | 43 | 20.93% |
| Breville Refrigerator, Red | Office Supplies | Appliances | \$18,450.06 | \$2,153.38 | 11.67% | \$135 | 1.13% | 44 | 0.00% |
| DAX Value U-Channel Document Frames, Easel Back | Furniture | Furnishings | \$175.94 | \$52.48 | 29.83% | \$1 | 1.13% | 36 | 0.00% |
| Fiskars Trimmer, Easy Grip | Office Supplies | Supplies | \$4,466.81 | \$1,381.94 | 30.94% | \$1 | 1.18% | 119 | 13.45% |
| KitchenAid Refrigerator, Silver | Office Supplies | Appliances | \$17,763.98 | \$4,858.01 | 27.35% | \$111 | 1.19% | 46 | 4.35% |
| Wilson Jones 3-Hole Punch, Recycled | Office Supplies | Binders | \$3,459.27 | \$1,077.39 | 31.14% | \$57 | 1.23% | 140 | 7.86% |
| Epson Phone, White | Technology | Machines | \$2,499.15 | \$912.76 | 36.52% | \$17 | 1.27% | 38 | 5.26% |
| Cameo Peel and Seal, with clear poly window | Office Supplies | Envelopes | \$1,102.66 | \$411.08 | 37.28% | \$3 | 1.34% | 51 | 0.00% |
| KitchenAid Coffee Grinder, Red | Office Supplies | Appliances | \$2,071.11 | \$540.99 | 26.12% | \$30 | 1.36% | 32 | 15.63% |
| Eaton Memo Slips, 8.5 x 11 | Office Supplies | Paper | \$519.71 | \$93.59 | 18.01% | \$6 | 1.38% | 35 | 0.00% |
| C-Line Cubicle Keepers Polypropylene Holder With Velcro Backings | Furniture | Furnishings | \$137.17 | \$47.73 | 34.79% | \$1 | 1.38% | 31 | 32.26% |
| Elite Letter Opener, Steel | Office Supplies | Supplies | \$914.00 | \$194.16 | 21.24% | \$1 | 1.39% | 46 | 0.00% |
| Rubbermaid Photo Frame, Duo Pack | Furniture | Furnishings | \$2,538.69 | \$837.38 | 32.98% | \$20 | 1.43% | 57 | 0.00% |
| Cuisinart Microwave, Red | Office Supplies | Appliances | \$7,769.03 | \$1,316.96 | 16.95% | \$92 | 1.43% | 31 | 6.45% |
| Bush Classic Bookcase, Pine | Furniture | Bookcases | \$16,754.41 | \$6,510.67 | 38.86% | \$174 | 1.48% | 50 | 0.00% |
| Novimex Chairmat, Set of Two | Furniture | Chairs | \$4,711.61 | \$1,354.73 | 28.75% | \$4 | 1.49% | 102 | 7.84% |
| Avery Printable Repositionable Plastic Tabs | Office Supplies | Binders | \$115.24 | \$42.31 | 36.72% | \$3 | 1.49% | 16 | 12.50% |
| BIC Highlighters, Easy-Erase | Office Supplies | Art | \$1,651.71 | \$359.91 | 21.79% | \$19 | 1.51% | 91 | 4.40% |
| Green Bar Parchment Paper, 8.5 x 11 | Office Supplies | Paper | \$1,457.26 | \$579.54 | 39.77% | \$3 | 1.51% | 76 | 11.84% |
| GBC DocuBind TL200 Manual Binding Machine | Office Supplies | Binders | \$4,322.81 | \$1,592.50 | 36.84% | \$52 | 1.55% | 23 | 0.00% |
| Cardinal Binding Machine, Clear | Office Supplies | Binders | \$7,577.65 | \$2,804.83 | 37.01% | \$36 | 1.56% | 171 | 6.43% |
| HP Personal Copier, Laser | Technology | Copiers | \$6,337.80 | \$2,045.84 | 32.28% | \$65 | 1.57% | 65 | 6.15% |
| Belkin Numeric Keypad, Bluetooth | Technology | Accessories | \$5,120.67 | \$1,796.21 | 35.08% | \$19 | 1.58% | 108 | 11.11% |
| Total | | | \$12,642,501.91 | \$1,467,457.29 | 11.61% | \$920,646 | 19.70% | 178,312 | 6.60% |