

Yearly Analysis

	2011	2012	2013	2014
Sales	2,259,451	2,677,439	3,405,746	4,299,866
Changes in Sales		18.50%	27.20%	26.25%
Profit	248,941	307,415	406,935	504,166
Changes in Profit		23.49%	32.37%	23.89%
Profit Margin	11.02%	11.48%	11.95%	11.73%

Measure Names & 2015 Forecast

- Sales, Actual
- Sales, Estimate
- Profit, Actual
- Profit, Estimate

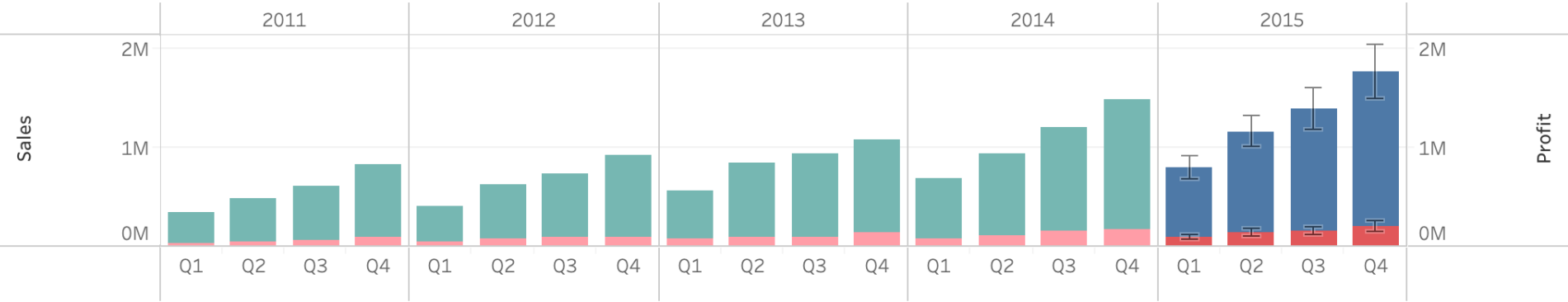
Category

- Furniture
- Technology
- Office Supplies

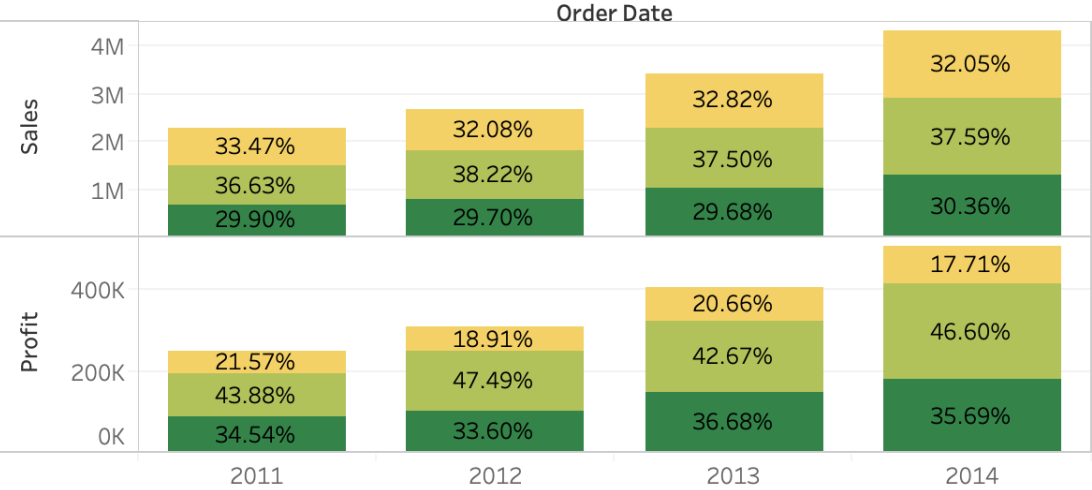
Segment

- Home Office
- Corporate
- Consumer

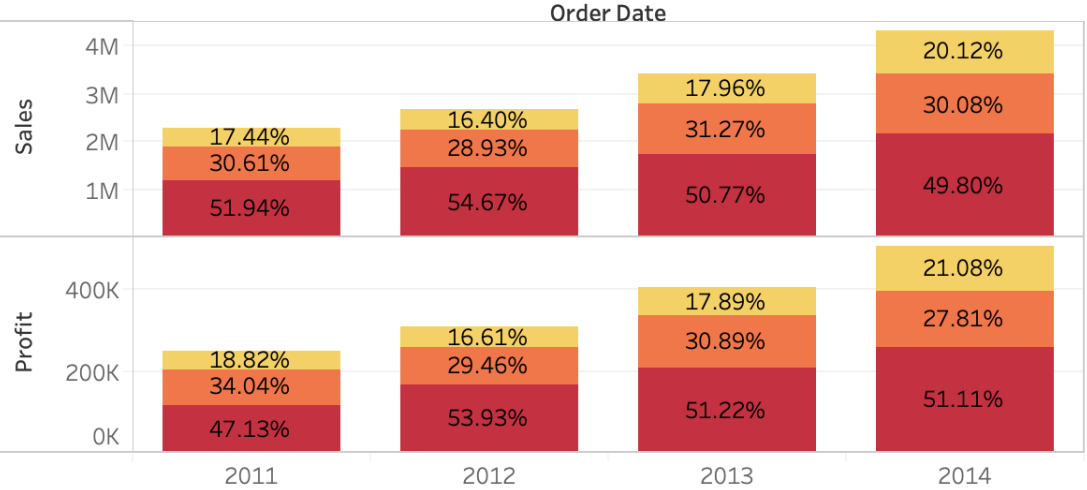
Quarterly Analysis



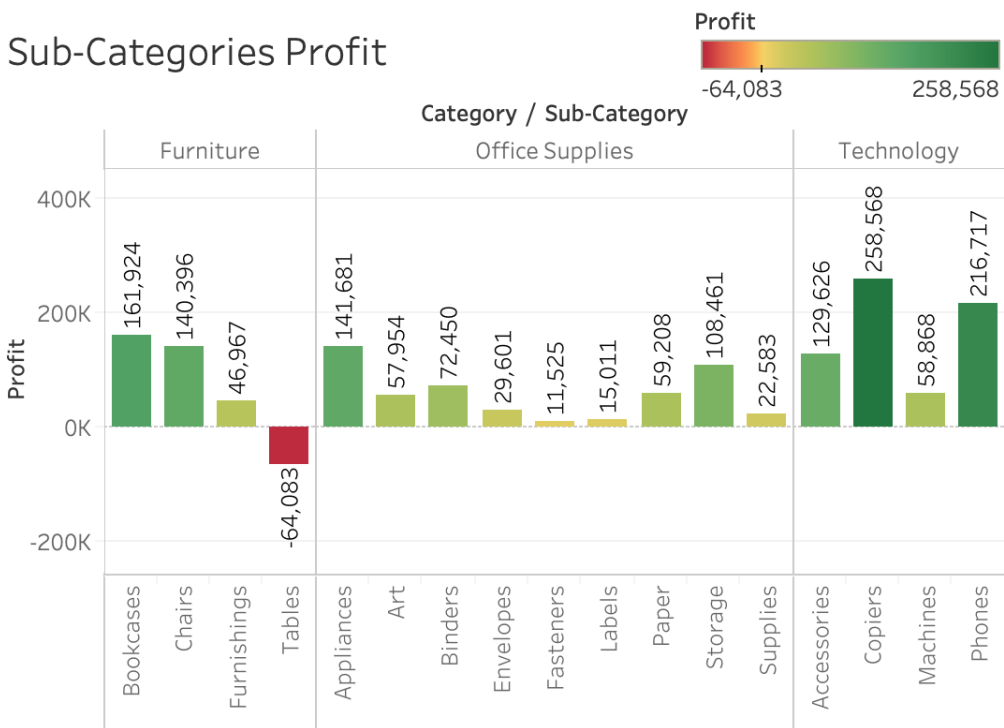
Category Portfolio



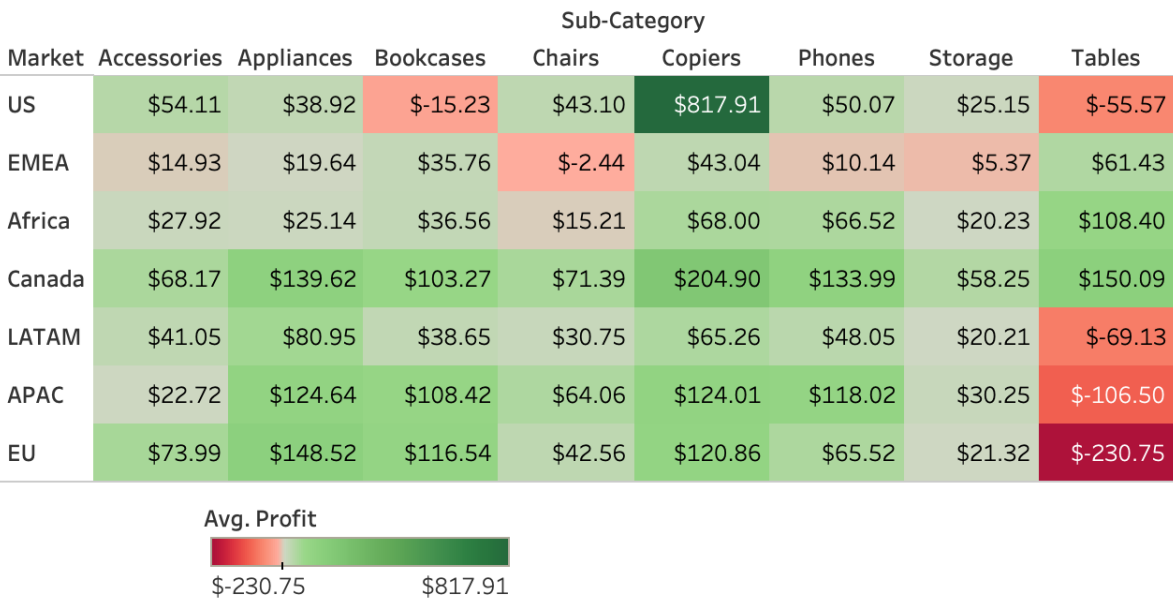
Segment Portfolio



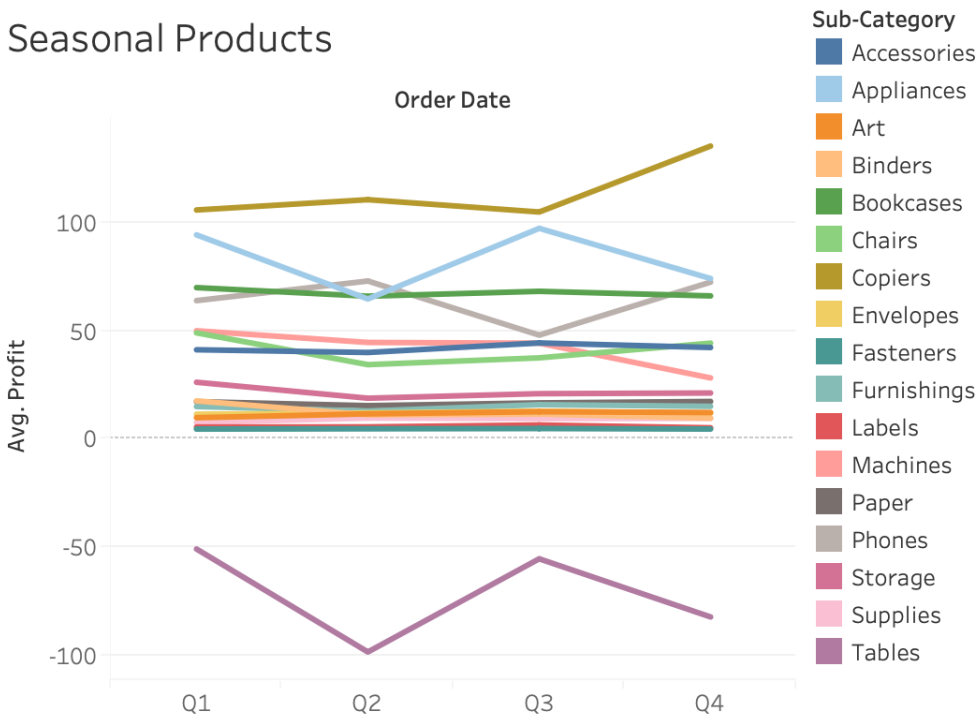
Sub-Categories Profit



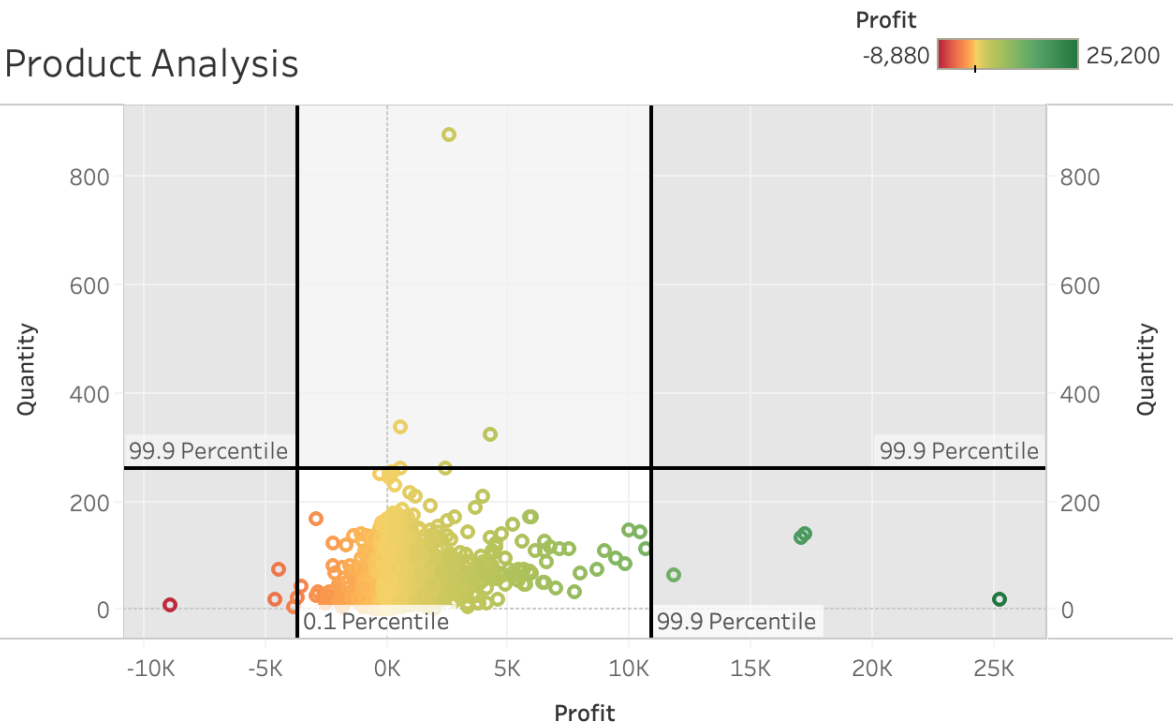
Sub-Categories in Markets



Seasonal Products



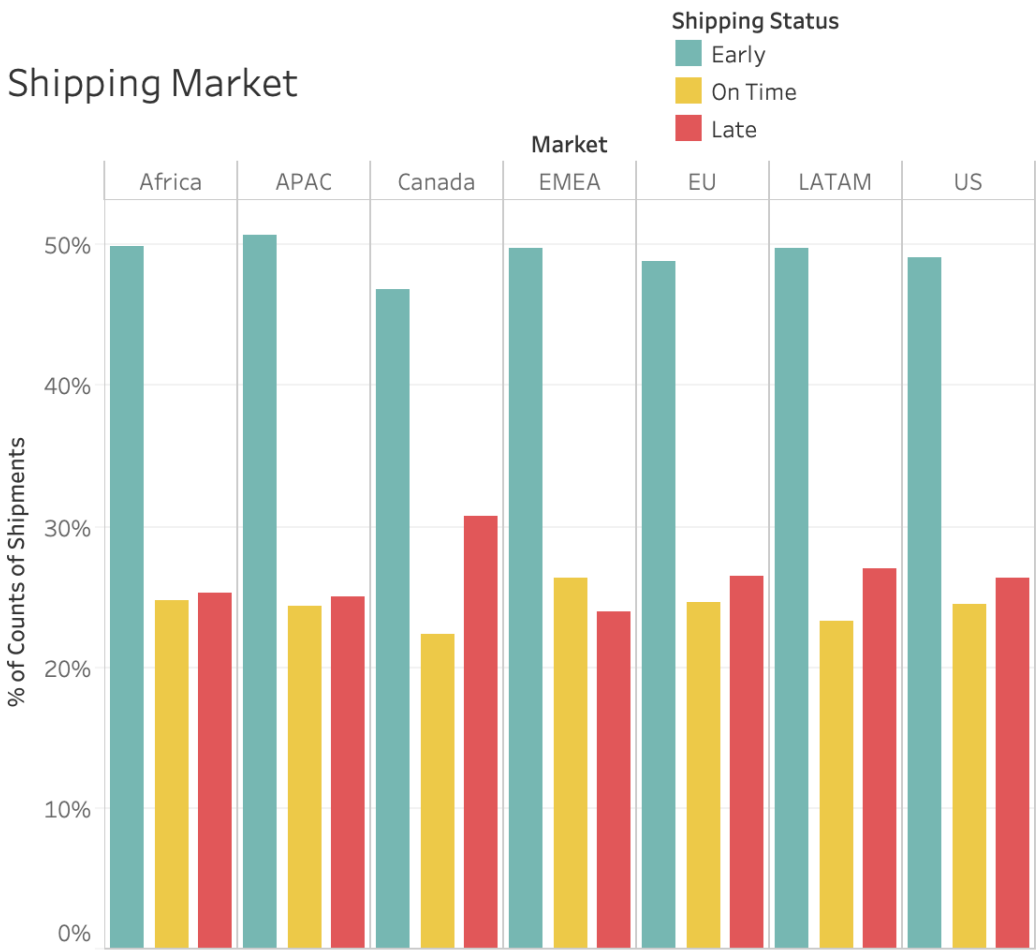
Product Analysis



Shipping Costs

Year of Order Date	Ship Mode			
	Same Day	First Class	Second Class	Standard Class
2011	\$41.29	\$43.15	\$30.83	\$20.60
2012	\$46.03	\$40.90	\$29.05	\$19.65
2013	\$44.55	\$40.70	\$31.19	\$19.74
2014	\$40.58	\$40.31	\$30.55	\$20.04
Grand Total	\$43.11	\$41.27	\$30.41	\$20.01

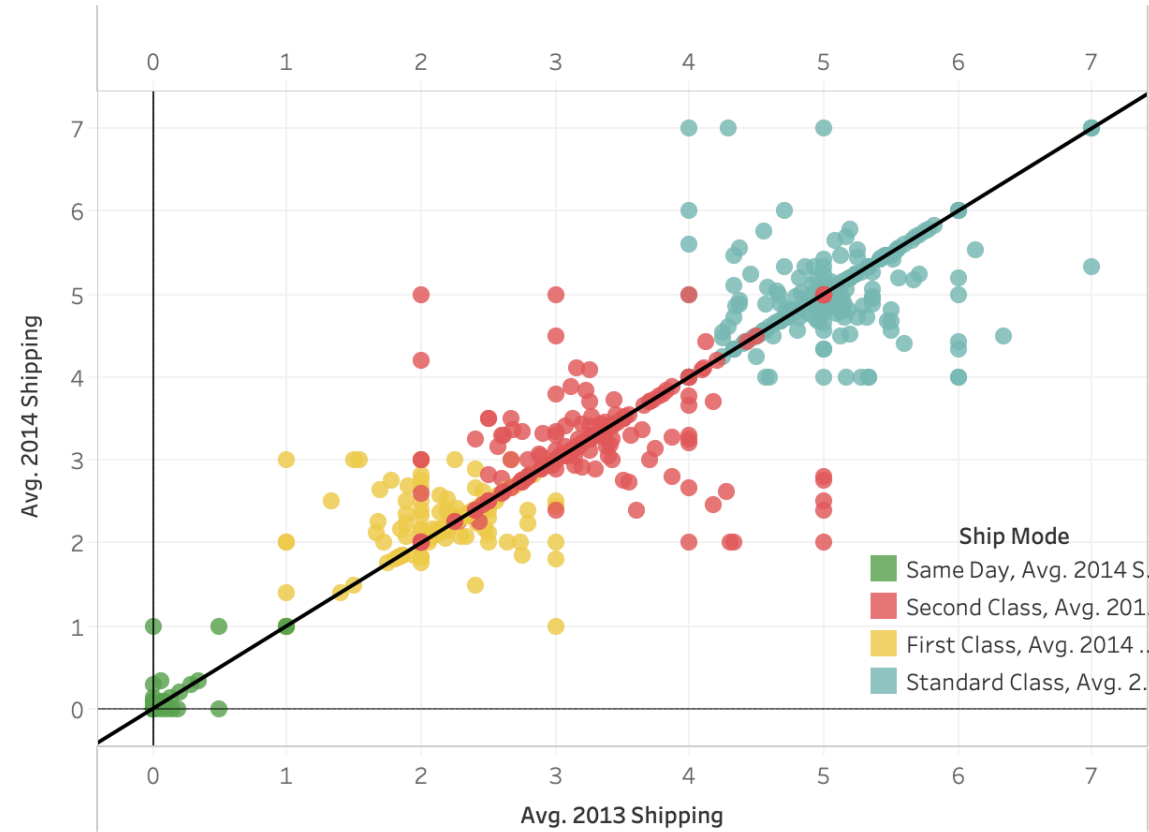
Shipping Market



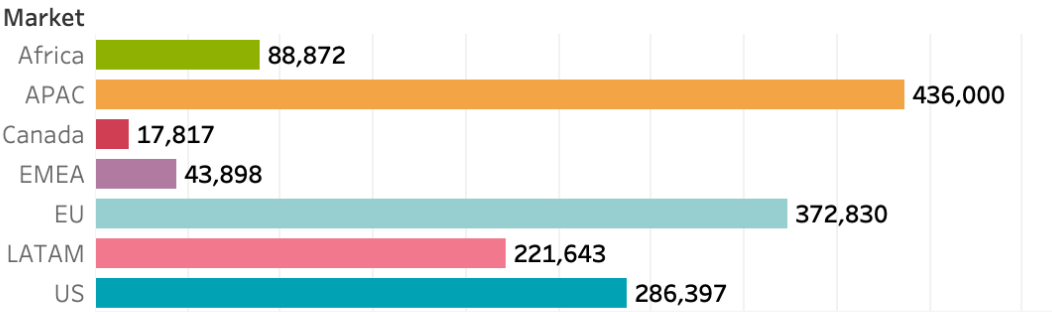
Shipping Improvement

Order Priority	Shipping Status	Same Day	First Class	Second Class	Standard Class
Low	On Time				51.53%
	Late				48.47%
Medium	Early			20.21%	68.03%
	On Time	96.23%	17.43%	18.29%	23.24%
	Late	3.77%	82.57%	61.49%	8.74%
High	Early			50.35%	100.00%
	On Time	95.59%	23.38%	19.38%	
	Late	4.41%	76.62%	30.27%	
Critical	Early			69.30%	
	On Time	97.44%	20.30%	30.70%	
	Late	2.56%	79.70%		

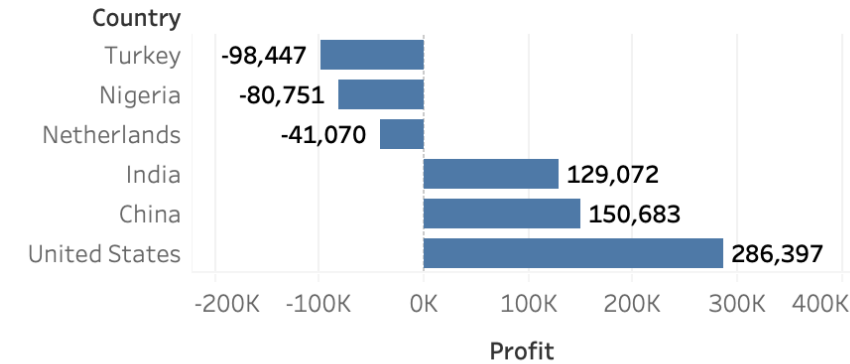
Shipping Country Quadrant



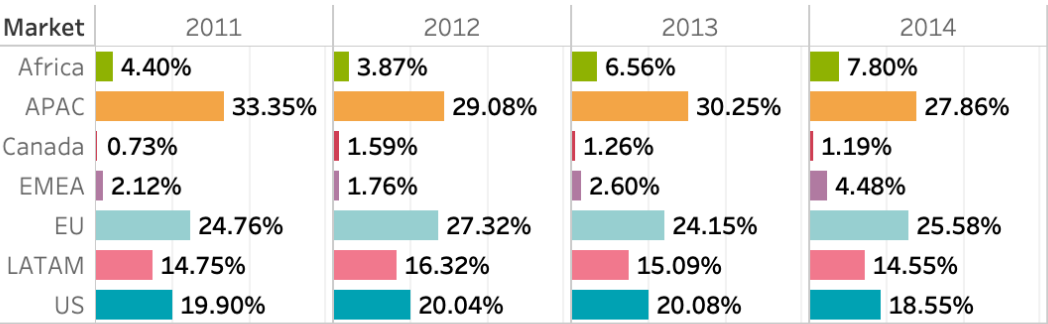
Markets Profit



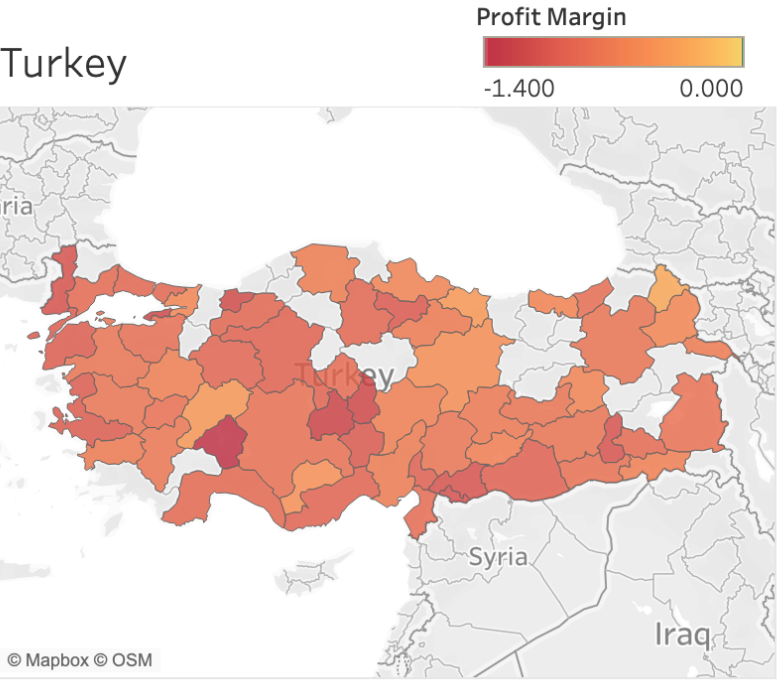
Countries Profit



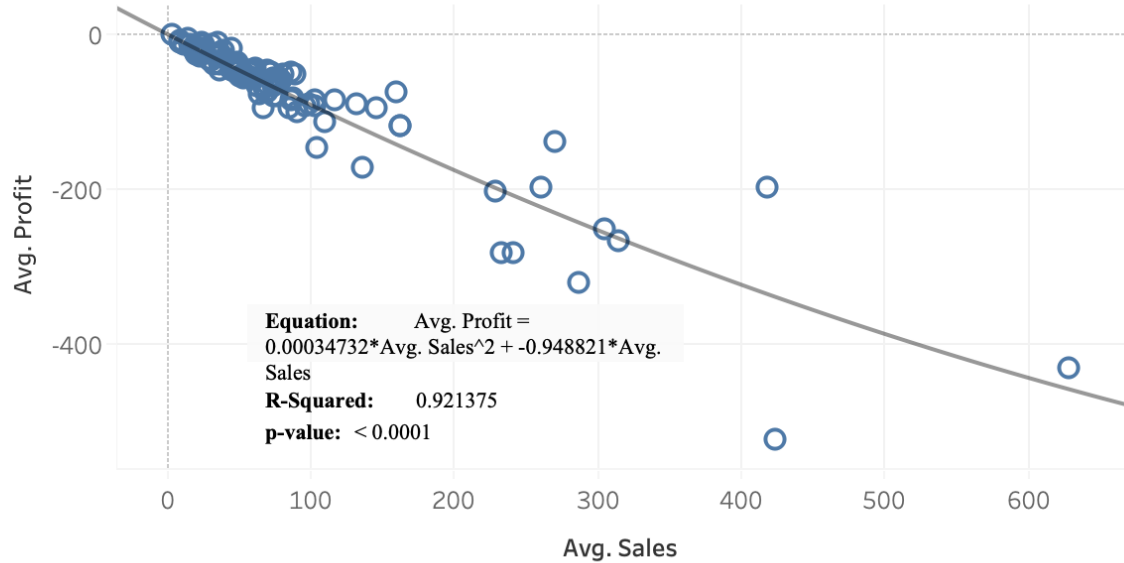
Markets Profit Contribution



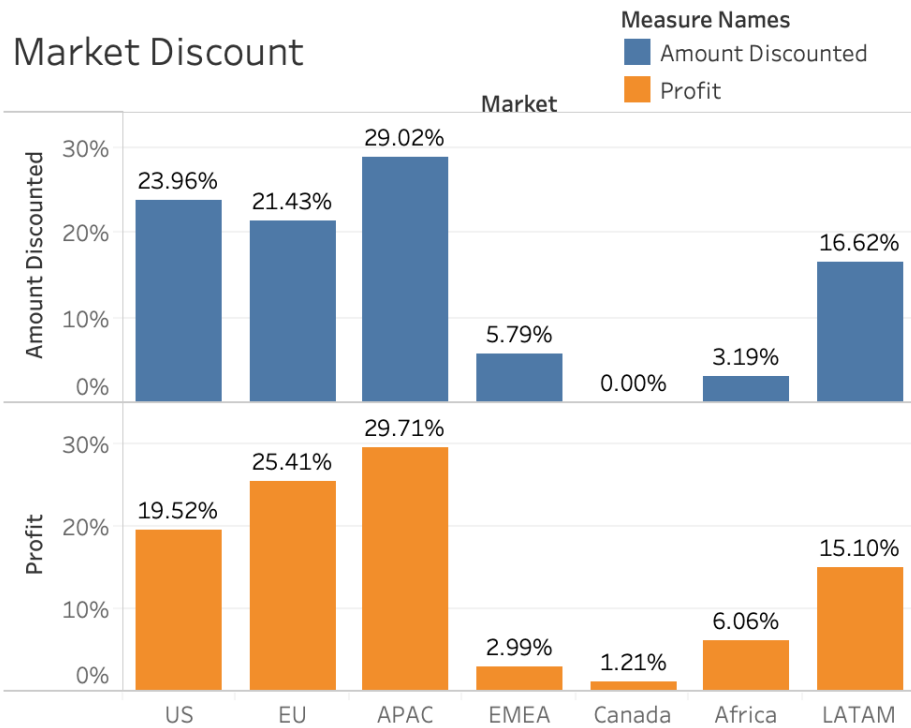
Turkey



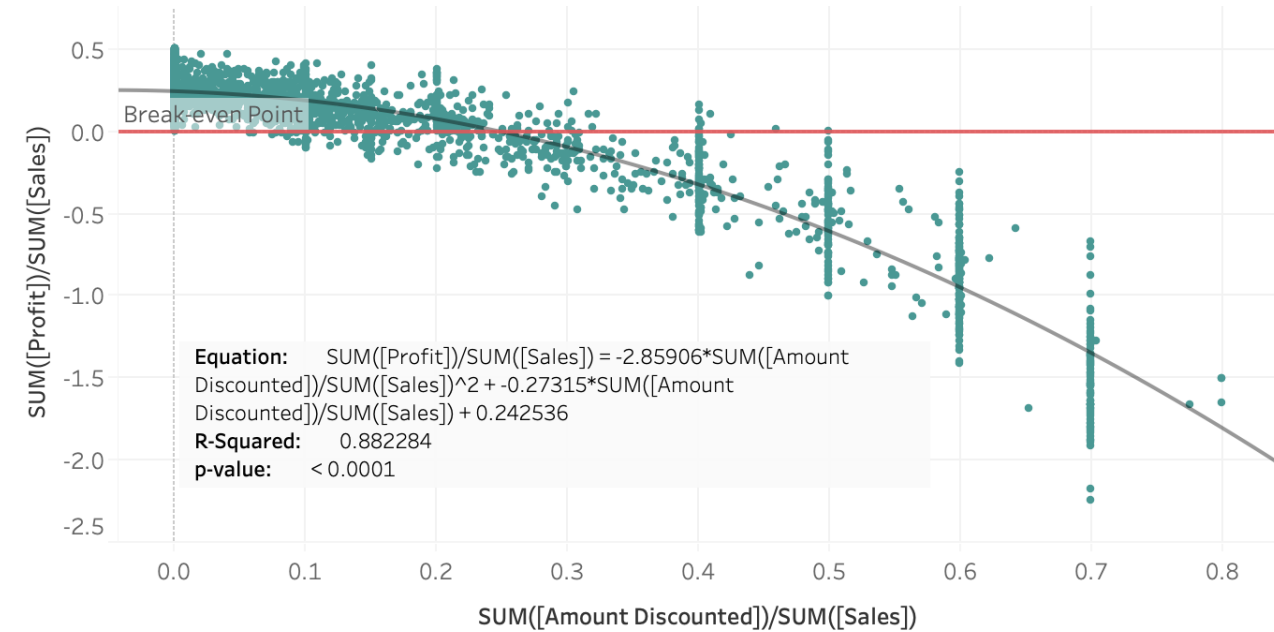
Turkey Potential



Market Discount



Discount Limit



Complementary Goods for Bundle

