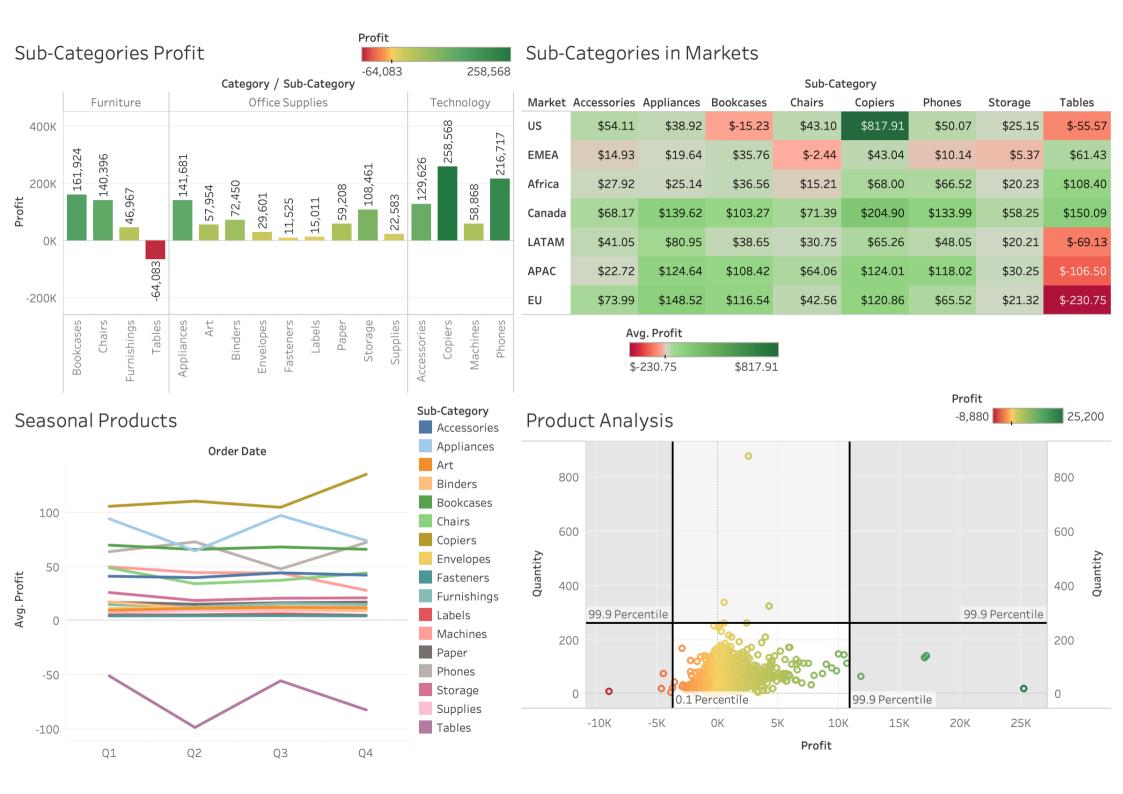
Category Yearly Analysis Furniture Technology 2011 2013 2014 2012 Office Supplies 2,259,451 2,677,439 3,405,746 4,299,866 Sales Segment Changes in Sales 18.50% 27.20% 26.25% Home Office Corporate 248,941 307,415 406,935 504,166 Profit Consumer Changes in Profit 23.49% 32.37% 23.89% Measure Names & 2015 Forecast Sales, Actual 11.95% 11.73% Profit Margin 11.02% 11.48% Sales, Estimate Profit, Actual Quarterly Analysis Profit, Estimate 2012 2013 2014 2015 2011 2M 2M Profit Sales 1M 1M OM OM Q1 Q2 01 Q3 04 Q1 Q1 02 Q3 Q4 Q3 04 02 Q3 04 Q1 Q2 02 Q3 Q4



Segment Portfolio





Shipping Costs

		Ship Mod	de	
Year of Order Date	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 Status Early

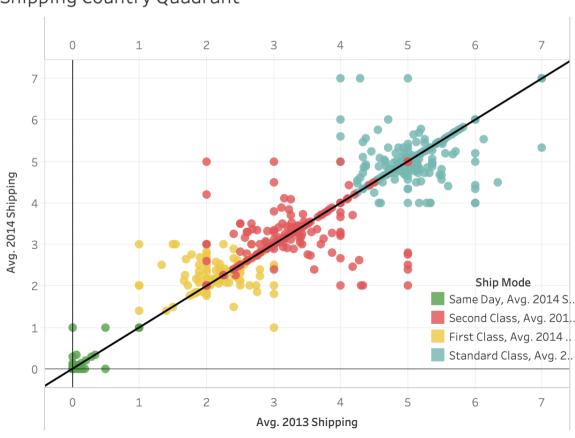
Shipping Improvement

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 Market



Shipping Country Quadrant

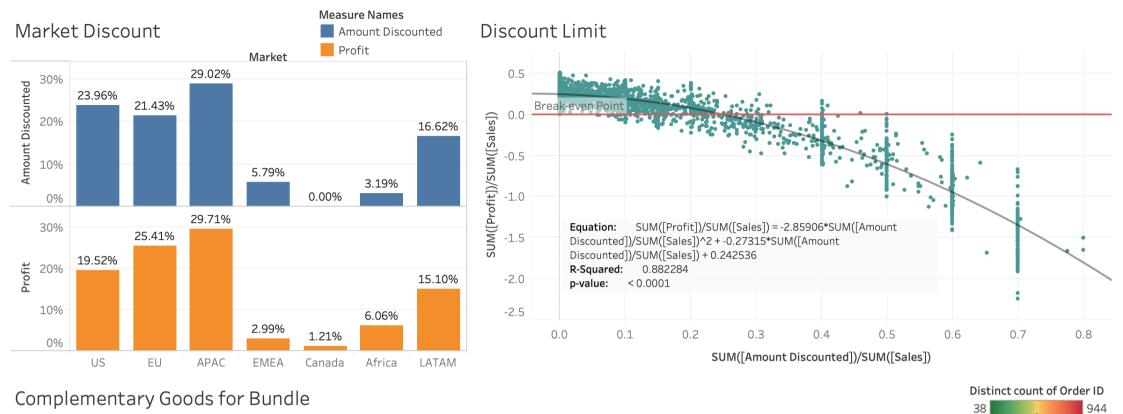


Markets Profit Countries Profit Market Country Africa 88,872 Turkey -98,447 APAC 436,000 -80,751 Nigeria 17,817 -41,070 Canada Netherlands 129,072 **EMEA** 43,898 India 372,830 150,683 EU China 221,643 286,397 LATAM **United States** US 286,397 -200K -100K 100K 200K 300K 400K Profit Markets Profit Contribution Market Africa Market 2011 2012 2013 2014 APAC Africa **4.40%** 3.87% 6.56% 7.80% Canada APAC 33.35% 29.08% 30.25% 27.86% EMEA 1.19% Canada **0.73%** 1.59% 1.26% EU EMEA 2.12% 2.60% 4.48% 1.76% LATAM 24.76% EU 27.32% 24.15% 25.58% US 16.32% 15.09% 14.55% LATAM 14.75% 20.08% 18.55% US 19.90% 20.04% **Profit Margin** Turkey Turkey Potential 0.000 -1.400 0 Avg. Profit -200 0 0 0 Equation: Avg. Profit = 0.00034732*Avg. Sales^2 + -0.948821*Avg. -400 0 Sales R-Squared: 0.921375 **p-value:** < 0.00010 Syria 0 100 200 300 400 500 600

Avg. Sales

Iraq

© Mapbox © OSM



	Appliances	Art	Binders	Bookcases	Chairs	Copiers	Envelopes	Fasteners	Furnishings	Labels	Machines	Paper	Phones	Storage	Supplies	Tables
Accessories	1.62%	3.84%	4.81%	2.01%	2.84%	1.86%	2.24%	1.90%	2.90%	2.20%	1.19%	3.05%	3.16%	4.02%	2.01%	0.81%
Appliances		2.41%	3.20%	1.22%	1.52%	1.23%	1.27%	1.32%	1.64%	1.18%	0.81%	2.07%	1.73%	2.22%	1.28%	0.50%
Art			7.32%	3.15%	3.82%	2.72%	2.93%	3.33%	3.82%	3.16%	2.18%	3.92%	4.25%	6.81%	2.75%	0.94%
Binders				3.91%	4.86%	3.47%	3.69%	3.51%	4.86%	3.92%	2.55%	5.59%	5.17%	7.72%	3.72%	1.23%
Bookcases					2.30%	1.78%	1.81%	1.84%	2.12%	1.89%	1.19%	2.14%	2.21%	3.24%	1.66%	0.50%
Chairs						2.25%	2.52%	2.44%	2.99%	2.37%	1.35%	3.22%	2.96%	3.87%	2.53%	0.79%
Copiers							1.78%	1.58%	1.73%	1.99%	0.99%	1.79%	2.06%	2.96%	1.69%	0.55%
Envelopes								1.83%	2.08%	1.84%	1.10%	2.08%	2.26%	3.09%	1.75%	0.55%
Fasteners									2.13%	1.86%	1.07%	2.17%	2.26%	3.13%	1.81%	0.47%
Furnishings										2.34%	1.32%	3.10%	3.06%	3.91%	2.08%	0.79%
Labels											1.26%	2.29%	2.26%	3.45%	1.85%	0.65%

Machines

Paper

Phones

Storage

Supplies

Sub-Category

2.20%

4.22%

4.38%

1.01%

1.90%

2.18%

3.15%

0.78%

0.84%

1.56%

3.11%

1.29%