

1. Dashboard

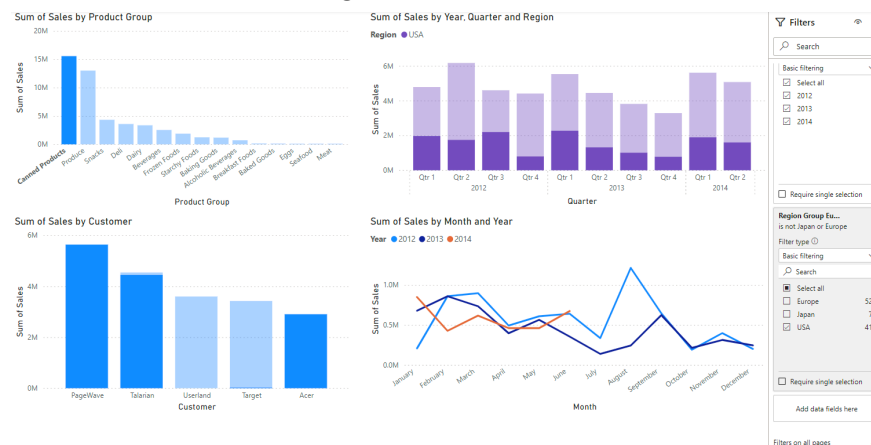
- a. Between the US and Europe, in 2014 YTD (year to date), what is the top-selling product group for each region?



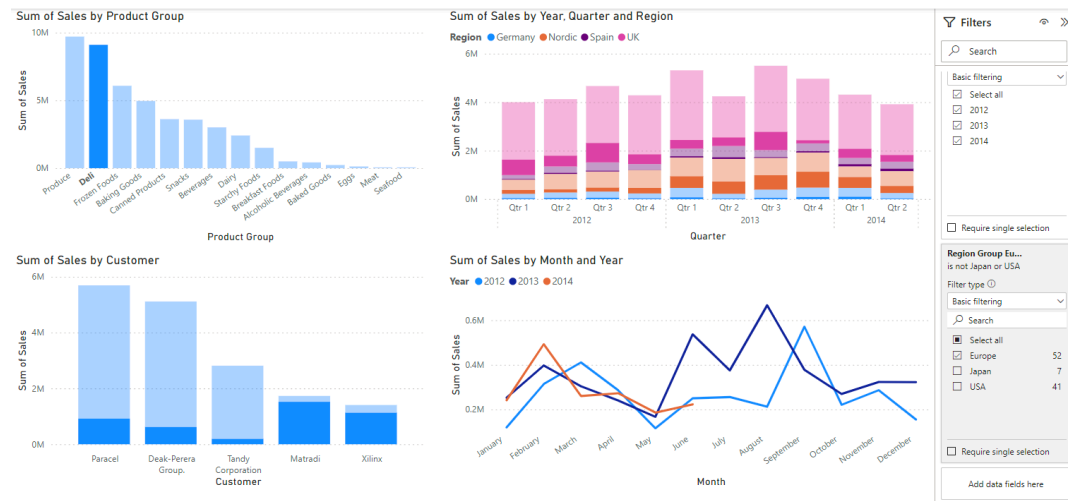
Deli is the top selling product group for Europe in 2014

Canned products are the top selling product group for USA in 2014

- b. What are the sales trends for this top product group for the US and Europe from 2012 through 2014?



The highest sale of Canned Products in USA took place in 2013 Qtr 1 and the lowest took place Qtr 4 of the same year. August 2012 was a very good month where canned products sale had a peak.



Deli is the second most selling product in Europe when we analyse the data for 2012 to 2014 combined. Qtr 3 in 2013 saw the biggest sale numbers in Europe for Deli. The lowest sale number for Europe for Deli products was in Qtr 1 2012. August 2012 was a very good month where Deli sales peaked in Europe.

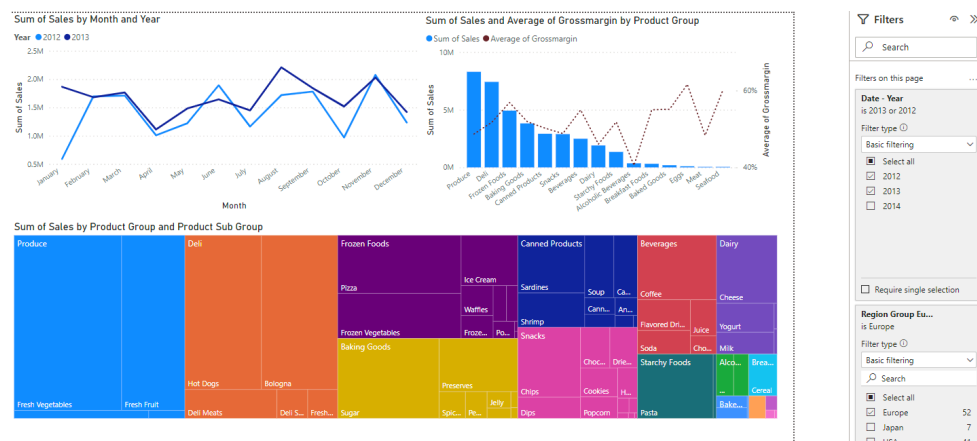
- c. Are there any trends in sales between the two groups? Is there any seasonality?

Sales figures for the aforementioned product groups for these regions seem to peak in August and September and drop towards the end of year.

2. Product Details

- a. Compare the sales and margins of each product group between the US and European regions from the 2012 and 2013 years, versus 2014 YTD.

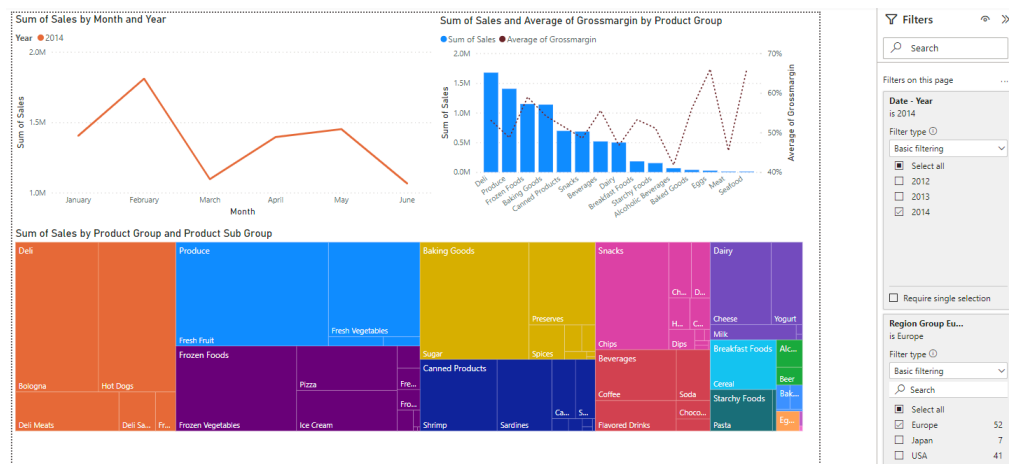
Europe 2012 & 2013 sales and margins of each product group



Produce was the product with most sales and eggs have the highest

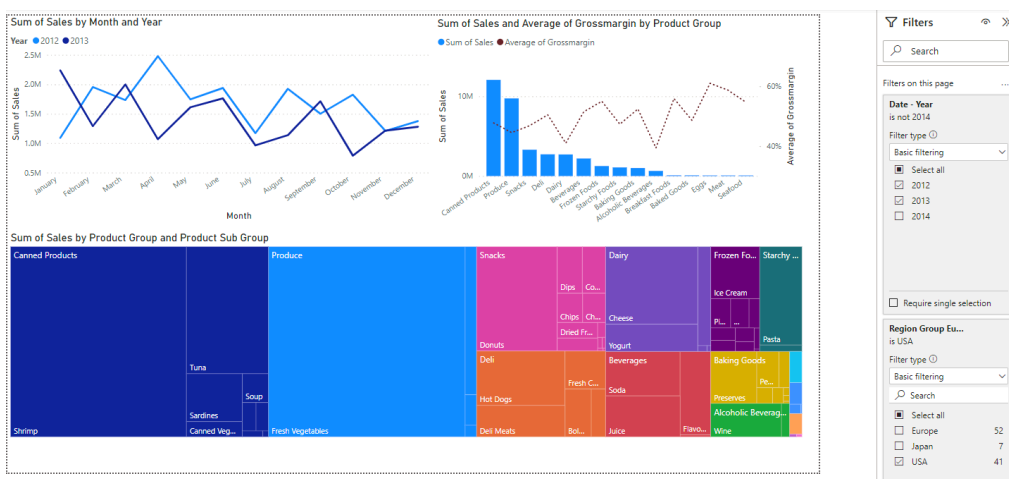
gross margin although sales for eggs is in the low end. August 2013 saw the highest peak and sales were also good in Nov 2012 and 2013.

Europe 2014 sales and margins of each product group



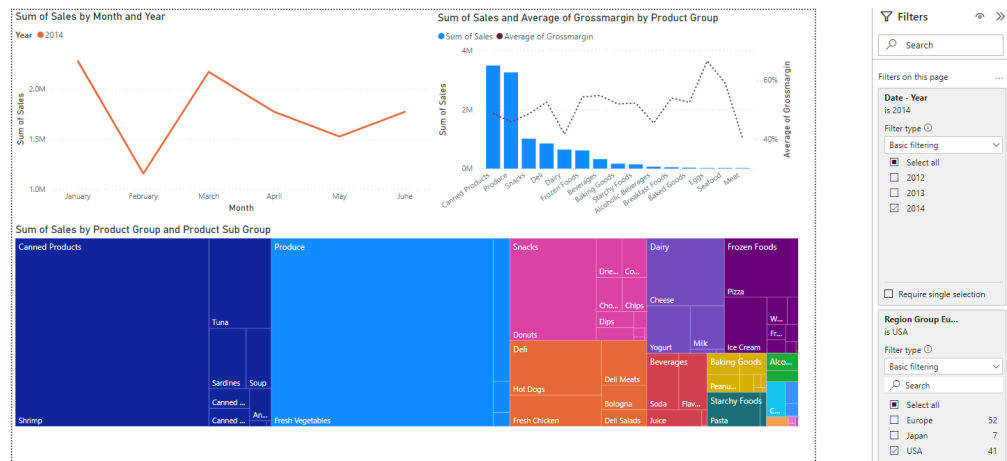
Deli was the product with most sales so far in 2014, eggs similarly with 2012 and 2013 has the highest gross margin average however the sum of sales are low for eggs. Feb 2014 saw the highest peak and March is the lowest.

US 2012 & 2013 sales and margins of each product group



Canned products were the product with most sales and eggs have the highest gross margin although sales for eggs is in the low end. April 2012 saw the highest peak and October 2013 has the lowest sales.

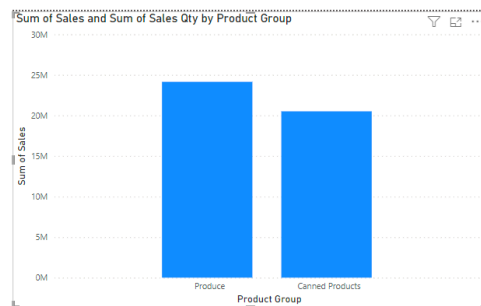
US 2014 sales and margins of each product group



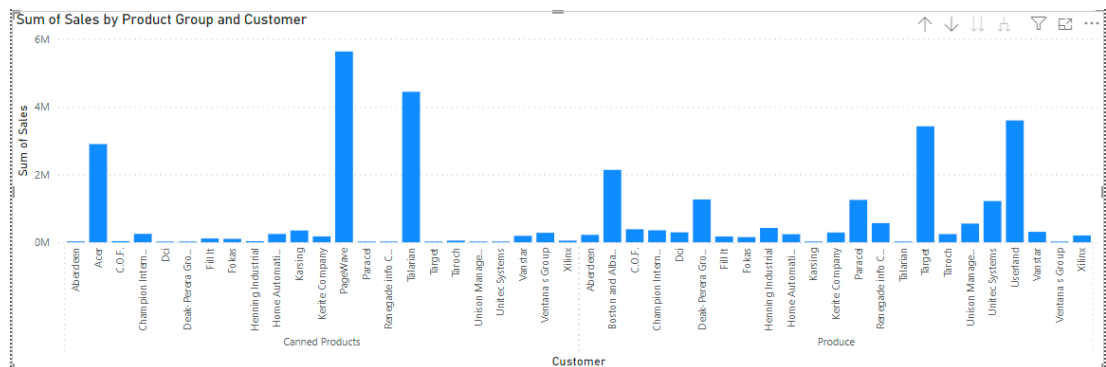
Canned products were the product with most sales and eggs have the highest gross margin although sales for eggs is in the low end. Jan 2014 saw the highest peak and February 2014 has the lowest sales.

3. Customer Details

- Compare the global canned products group and the produce group.



- Are there customers who are disproportionately purchasing any of the categories within the groups? If so, who are they?



For canned products PageWave, Talarian, Acer

For produce Userland, Target, Boston and Albany Railroad company

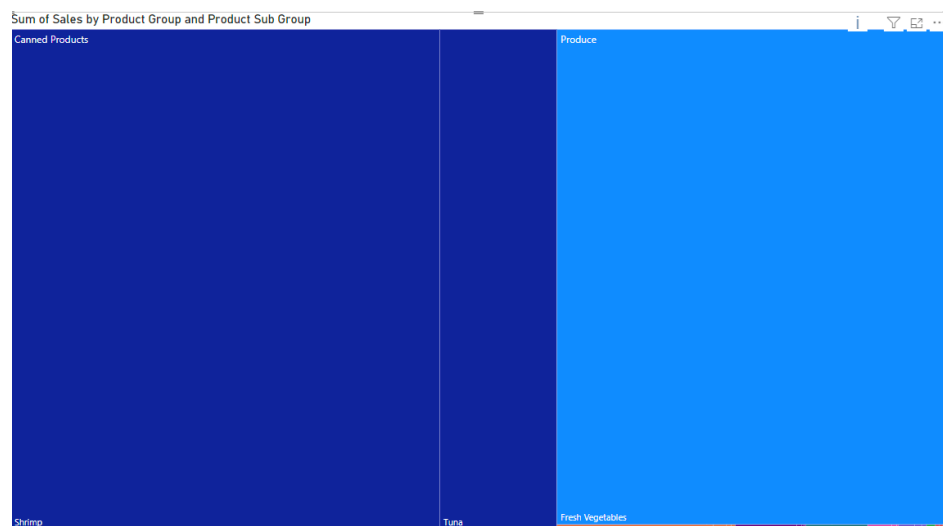
- What is our margin position of these customers compared to other accounts?

For Pagewave gross margin is 32%, Talarian and Acer 37%, so not very high.
For Userland gross margin 29%, Target 31%, Boston and Albany Railroad 34%, not very high in comparison.

| Product Group | Sum of Sales | Average of Grossmargin |
|----------------------------|----------------------|------------------------|
| Canned Products | 14,934,367.22 | 48.98% |
| Unison Management Concepts | 911.26 | 100.00% |
| Target | 247.73 | 81.63% |
| C.O.F. | 35,544.69 | 67.03% |
| Aberdeen | 29,164.11 | 59.30% |
| Home Automation (HAI) | 248,547.13 | 56.37% |
| Tarooh | 52,663.89 | 55.57% |
| Dci | 1,963.51 | 55.22% |
| Champion International | 252,325.83 | 54.84% |
| Vanstar | 194,051.68 | 54.35% |
| Henning Industrial | 34,034.34 | 47.73% |
| Fokas | 103,627.99 | 47.14% |
| Karsing | 349,605.50 | 47.05% |
| Renegade info Crew | 4,053.02 | 45.82% |
| Paracel | 22,855.17 | 45.67% |
| Unitec Systems | 1,648.78 | 45.45% |
| Kerite Company | 175,165.43 | 45.05% |
| Ventana s Group | 282,610.30 | 44.56% |
| Fill It | 115,001.43 | 43.68% |
| Acer | 2,901,027.96 | 37.62% |
| Talarian | 4,444,454.86 | 37.62% |
| Xilinx | 51,449.54 | 36.51% |
| Pagewave | 5,633,043.27 | 32.54% |
| Deak-Perera Group. | 369.80 | 26.64% |

| Product Group | Sum of Sales | Average of Grossmargin |
|------------------------------------|----------------------|------------------------|
| Produce | 17,342,774.50 | 44.41% |
| Home Automation (HAI) | 239,623.41 | 61.23% |
| C.O.F. | 387,556.98 | 54.38% |
| Renegade info Crew | 567,132.99 | 52.08% |
| Henning Industrial | 424,489.26 | 51.94% |
| Karsing | 4,609.22 | 50.64% |
| Paracel | 1,253,978.58 | 48.20% |
| Champion International | 356,801.14 | 48.18% |
| Unitec Systems | 1,218,034.46 | 48.16% |
| Tarooh | 243,543.92 | 48.15% |
| Ventana s Group | 4,658.09 | 47.97% |
| Aberdeen | 222,477.09 | 47.88% |
| Unison Management Concepts | 553,861.42 | 47.84% |
| Vanstar | 310,854.82 | 46.76% |
| Dci | 295,950.09 | 44.70% |
| Fokas | 153,892.58 | 44.31% |
| Fill It | 173,165.29 | 40.59% |
| Deak-Perera Group. | 1,264,559.83 | 39.92% |
| Kerite Company | 289,752.56 | 39.11% |
| Talarian | 14,914.72 | 36.16% |
| Boston and Albany Railroad Company | 2,138,197.60 | 34.59% |
| Xilinx | 202,595.65 | 33.75% |
| Target | 3,424,582.40 | 31.05% |
| Userland | 3,597,542.40 | 29.82% |

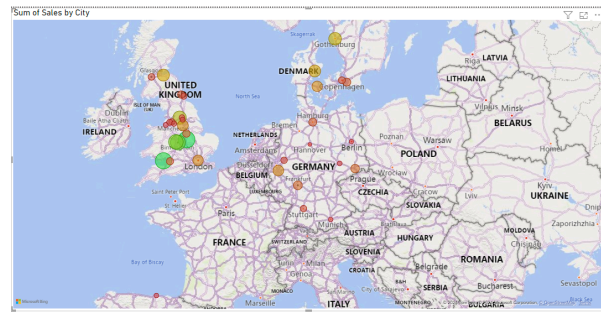
d. What product types are these customers buying?



4. Customer Location

- Are there European customers who appear to be dominating sales of the canned goods and snacks product groups? If so, where do they reside?

Cardiff, Leicester, Birmingham



| Product Group | Sum of Sales | Average of Grossmargin |
|-----------------------------|--------------|------------------------|
| Snacks | 2,440,055.47 | 46.88% |
| Paracel | 490,085.50 | 44.03% |
| Deak-Perera Group. | 423,226.80 | 44.40% |
| Tandy Corporation | 417,003.05 | 28.18% |
| WDND | 226,086.01 | 49.52% |
| Gastown space | 124,976.40 | 49.65% |
| Fokas | 119,141.97 | 42.14% |
| Icon | 97,609.08 | 48.34% |
| Fill It | 91,087.27 | 34.36% |
| Information Bureau | 67,803.62 | 47.72% |
| Salamander | 48,444.81 | 48.42% |
| PING | 36,308.06 | 47.90% |
| Pinnacle Management Systems | 35,355.37 | 49.26% |
| Henning Industrial | 35,118.19 | 49.31% |
| Karsing | 31,750.94 | 20.97% |
| Homebound | 26,757.81 | 50.13% |
| Pacific Handheld | 25,697.41 | 51.80% |
| Ravenwerks | 25,338.41 | 55.81% |
| Reveal Products | 24,031.29 | 52.13% |
| RC Micrographix | 23,346.58 | 40.34% |
| Home Automation (HAI) | 19,549.18 | 64.86% |
| Ottercom | 13,064.50 | 55.76% |
| Output Enablers | 11,983.42 | 64.39% |
| Ilog | 11,769.84 | 42.82% |
| Keystar Training | 10,480.02 | 54.43% |
| Edna Design | 4,039.94 | 70.68% |
| Canned Products | 2,018,547.25 | 47.46% |
| Karsing | 349,605.50 | 47.05% |
| Home Automation (HAI) | 248,547.13 | 56.37% |
| Ottercom | 134,538.10 | 72.97% |
| Pacific Handheld | 131,634.06 | 65.20% |
| Edna Design | 130,231.19 | 54.85% |
| Fill It | 115,001.43 | 43.68% |
| Fokas | 103,627.99 | 47.14% |
| Total | 4,458,602.72 | 47.13% |