

SUPERSTORE PROFIT ANALYSIS: Profit Decline Driven by Furniture Category Over-Discounting

2.30M

Total Sales

286.40K

Total Profit

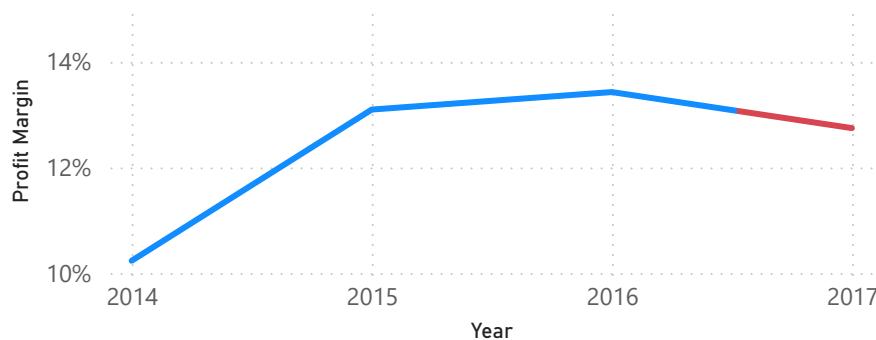
12.74%

2017 profit Margin

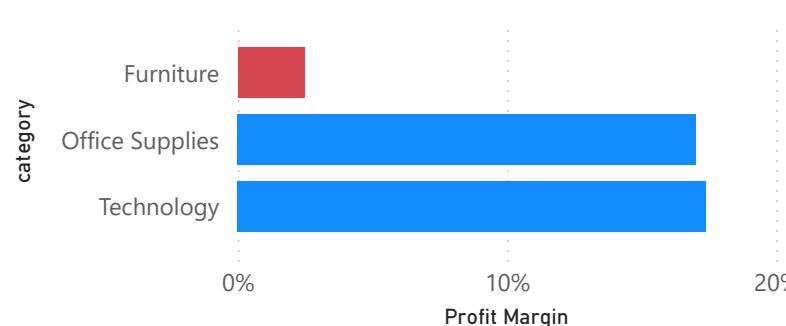
-0.68%

yoY decline

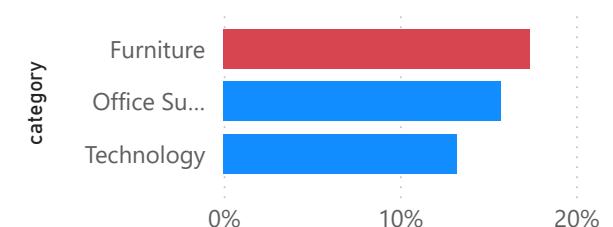
2017: First Profit Margin Decline



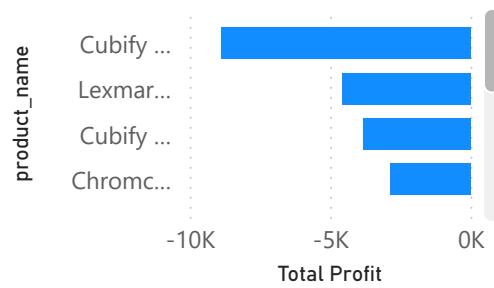
Furniture Operates at Critically Low 2.49% Margin



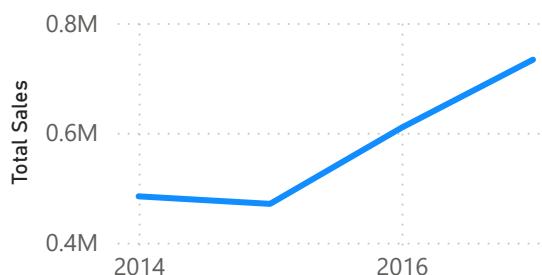
Furniture Discounts Average 17.39% (Highest)



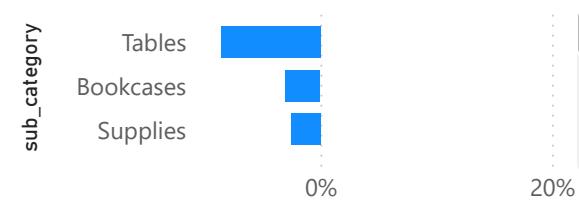
Top Loss-Making Products



Sales by Year



Tables and Bookcases Drive Sub-category Losses



Discount vs Profit by category

