Superstore KPI Report

By Emmanuel Akinbile

$2.30M	$286.41K
Total Revenue	Total Profit

12.47%	3.79%
Profit Margin %	MoM Growth %

$733.22K	$93.44K
YTD Revenue	YTD Profit

Monthly Revenue Trend (2014–2017)
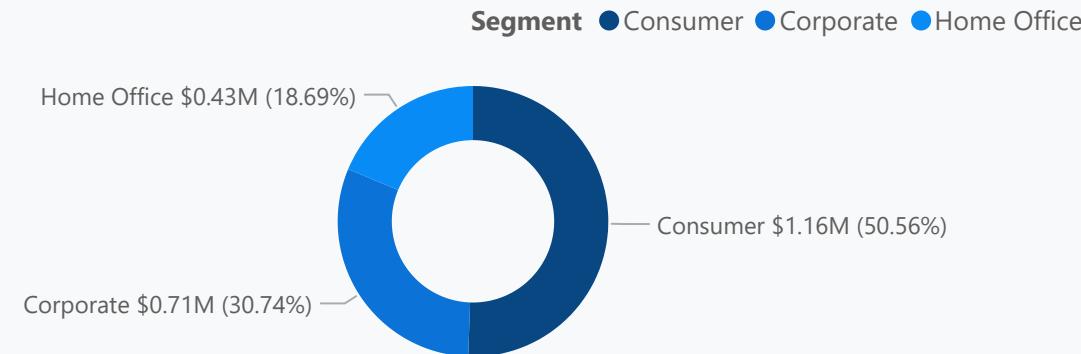
Top Products by Revenue

Products (top to bottom):
- Canon imageCLASS 2200 ...
- Fellowes PB500 Electric Pu...
- Cisco TelePresence Syste...
- HON 5400 Series Task Ch...
- GBC DocuBind TL300 Elec...
- GBC Ibimaster 500 Manua...
- Hewlett Packard LaserJet ...
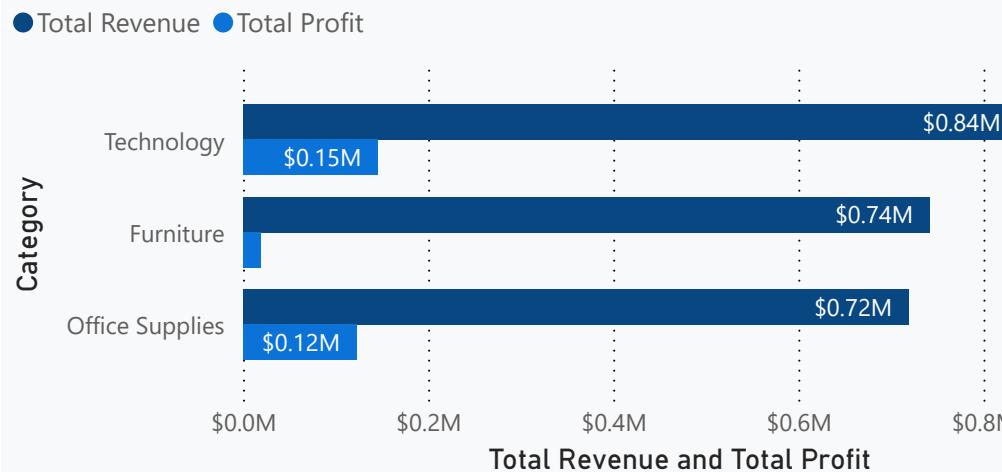
Revenue Share by Segment

Segment ● Consumer ● Corporate ● Home Office

- Home Office $0.43M (18.69%)
- Consumer $1.16M (50.56%)
- Corporate $0.71M (30.74%)
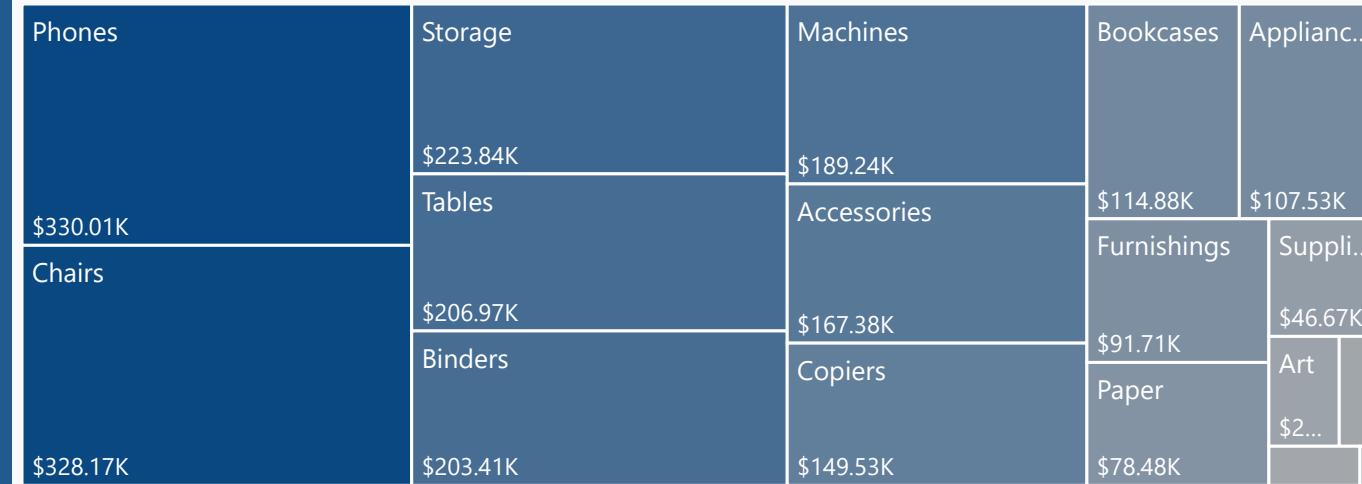
Key Takeaways:

- Revenue grew steadily from 2014–2017, reaching ~$119,000 in 2017.
- Consumer segment contributes ~50% of total revenue.
- Top-selling product (Canon imageCLASS 2200 Advanced Copier generated ~$62K revenue.
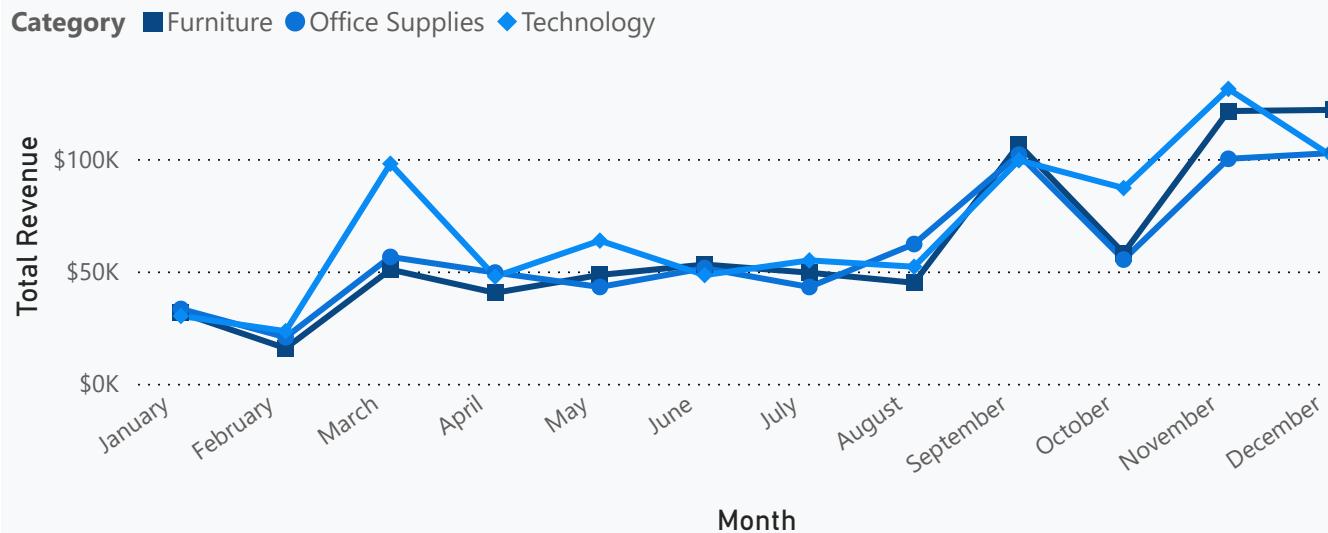
## How do Revenue & Profit Compare Across Categories?

● Total Revenue   ● Total Profit

Category

- Technology: Total Revenue $0.84M, Total Profit $0.15M
- Furniture: Total Revenue $0.74M
- Office Supplies: Total Revenue $0.72M, Total Profit $0.12M

X-axis: Total Revenue and Total Profit — $0.0M, $0.2M, $0.4M, $0.6M, $0.8M
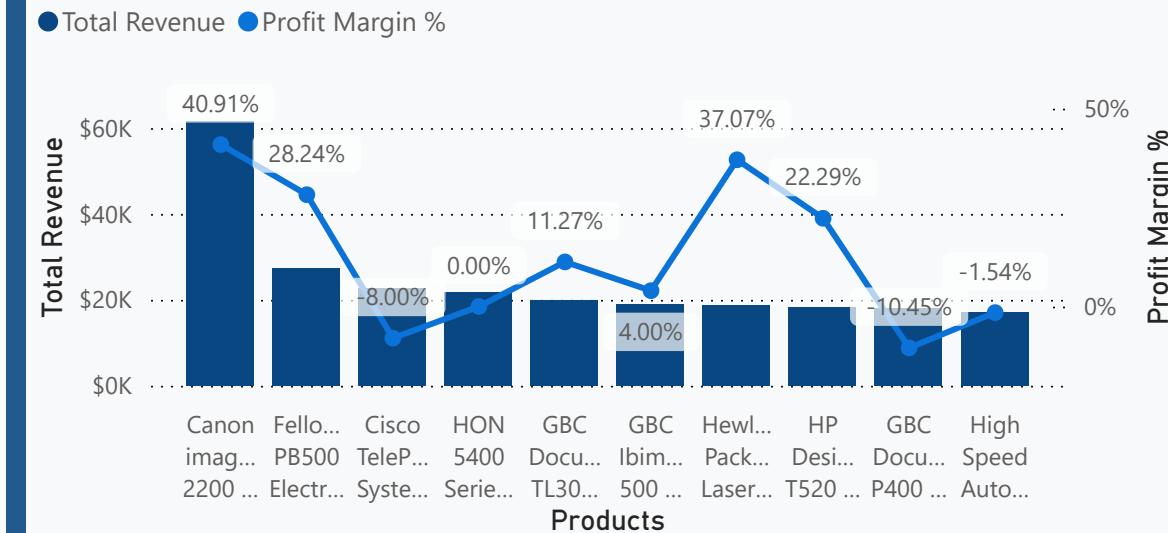
Revenue Contribution by Subcategory

Phones $330.01K	Storage $223.84K	Machines $189.24K	Bookcases $114.88K	Applianc... $107.53K
Chairs $328.17K	Tables $206.97K	Accessories $167.38K	Furnishings $91.71K	Suppli... $46.67K
	Binders $203.41K	Copiers $149.53K	Paper $78.48K	Art $2...

Monthly Revenue Trend by Category

Category ■ Furniture ● Office Supplies ◆ Technology

Y-axis: Total Revenue — $0K, $50K, $100K

X-axis: Month — January, February, March, April, May, June, July, August, September, October, November, December

Top 10 Products by Revenue & Profitability

● Total Revenue   ● Profit Margin %

Y-axis left: Total Revenue — $0K, $20K, $40K, $60K
Y-axis right: Profit Margin % — 0%, 50%

Profit margin labels: 40.91%, 28.24%, -8.00%, 0.00%, 11.27%, 4.00%, 37.07%, 22.29%, -10.45%, -1.54%

X-axis: Products — Canon imag... 2200..., Fello... PB500 Electr..., Cisco TeleP... Syste..., HON 5400 Serie..., GBC Docu... TL30..., GBC Ibim... 500..., Hewl... Pack... Laser..., HP Desi... T520..., GBC Docu... P400..., High Speed Auto...

Key Takeaways:

- **Technology leads all categories**, generating the highest revenue and profit, while **office supplies generates strong revenue but lower profitability**.
- Chairs, phones, and storage are the top revenue-driving subcategories, together accounting for a large share of total sales.
- Monthly trends show consistent Q4 spikes across all categories, indicating strong seasonality in demand.
- Top selling products deliver strong revenue, but profit margins vary widely, highlighting potential pricing or cost issues.

Revenue Drill-Down Analysis

Explore Revenue Drivers by Drilling Through Business Dimensions

Year

| 2014 | 2015 | 2016 | 2017 |

Total Revenue
$2,296,919.70

Consumer
$1,161,401.34

Corporate
$706,146.44

Home Office
$429,371.92

Technology
$406,399.95

Furniture
$391,049.43

Office Supplies
$363,951.96

Phones
$169,932.77

Accessories
$87,105.25

Machines
$79,542.86

Copiers
$69,819.07

Canon imageCLASS 22...
$32,899.91

Canon PC1060 Person...
$6,719.90

Sharp AL-1530CS Digit...
$6,399.88

Hewlett Packard LaserJ...
$4,199.93

Canon PC-428 Persona...
$3,799.82

Hewlett Packard 610 C...
$2,999.94

Canon PC940 Copier
$2,519.95

Brother DCP1000 Digit...
$2,279.92
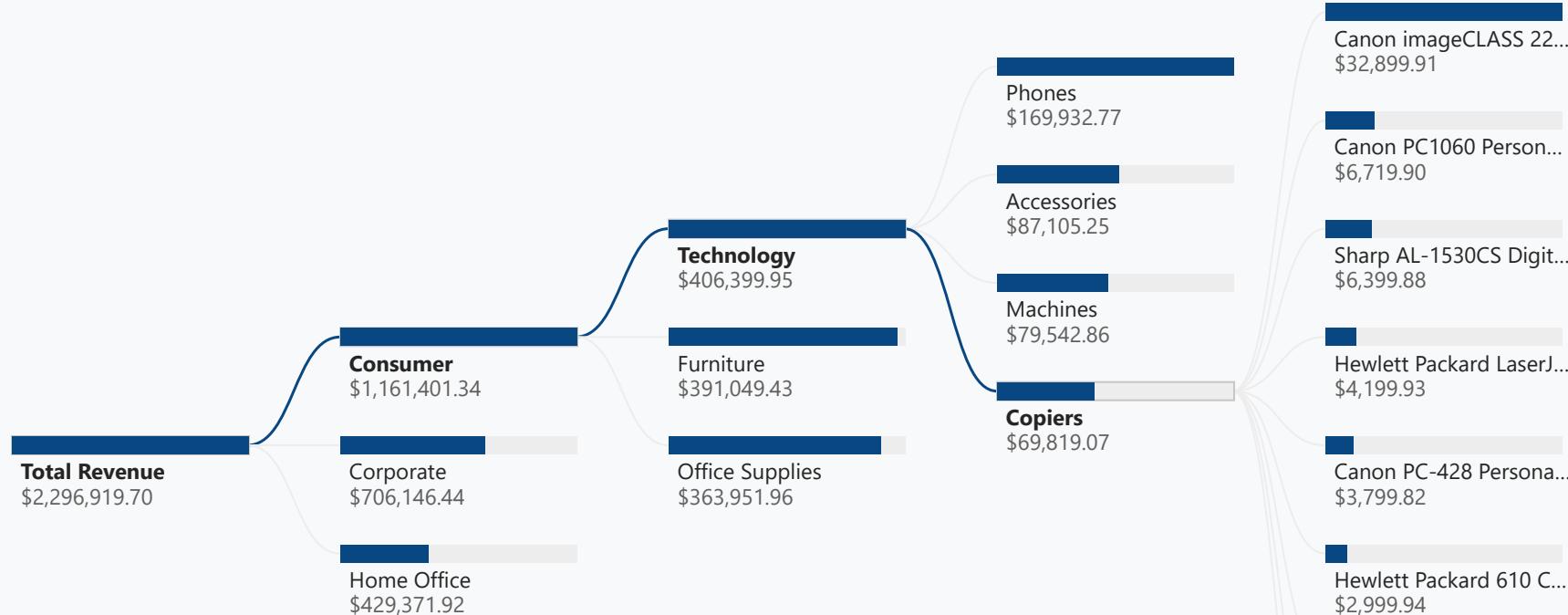
Canon Imageclass D68...
$1,959.97

Use the interactive tree to explore which combinations of segment/category/product drive the highest revenue.

| Number of Customers	Avg Revenue per Customer	Avg Profit per Customer	Avg Number of Orders per Customer
793	$230.01	$28.68	12.59
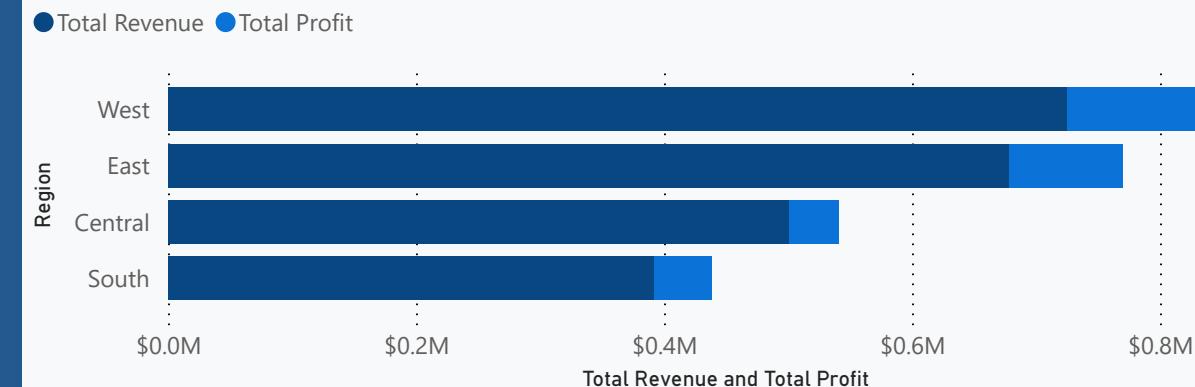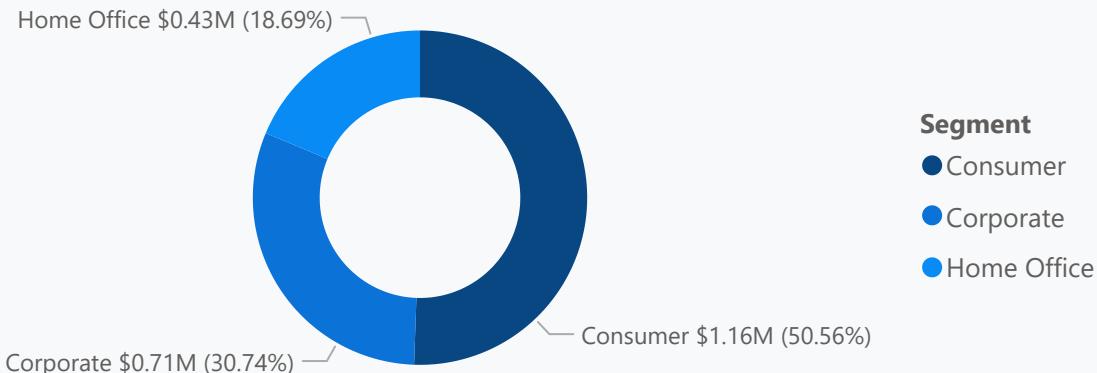
Customer	Total Revenue	Total Profit	Profit Margin %	Number of Orders
Tamara Chand	$19,052.22	$8,981.32	47.14%	12
Raymond Buch	$15,117.35	$6,976.09	46.15%	18
Sanjit Chand	$14,142.34	$5,757.42	40.71%	22
Hunter Lopez	$12,873.30	$5,622.43	43.68%	11
Adrian Barton	$14,473.57	$5,444.81	37.62%	20
Tom Ashbrook	$14,595.62	$4,703.80	32.23%	10
Christopher Martinez	$8,954.01	$3,899.91	43.55%	10
Keith Dawkins	$8,181.24	$3,038.58	37.14%	28
Andy Reiter	$6,608.45	$2,884.61	43.65%	9
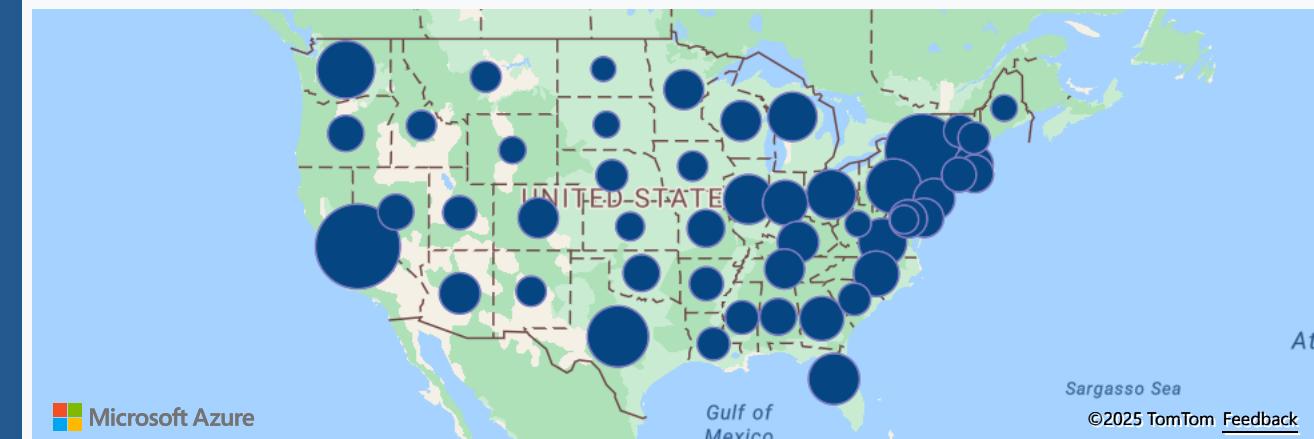
Total Revenue & Total Profit by Region

● Total Revenue ● Total Profit

Region: West, East, Central, South

Total Revenue and Total Profit ($0.0M – $0.8M)

Total Revenue by Segment

Home Office $0.43M (18.69%)

Corporate $0.71M (30.74%)

Consumer $1.16M (50.56%)

Segment
● Consumer
● Corporate
● Home Office

Total Revenue by State

Microsoft Azure   ©2025 TomTom Feedback

Key Takeaways:
- **High-value customers drive disproportionate revenue;** The top ~10 customers contribute over **$150K**, showing strong revenue concentration.
- **Customer profitability varies significantly;** Margins range from **47%** to **negative**, indicating opportunities to improve pricing or discount structures.
- **Consumer segment is the strongest contributor;** It accounts for **~50% of all revenue**, outperforming Corporate and Home Office.
- **Western and Eastern regions dominate overall performance;** They lead in both revenue and profit, while the South underperforms.
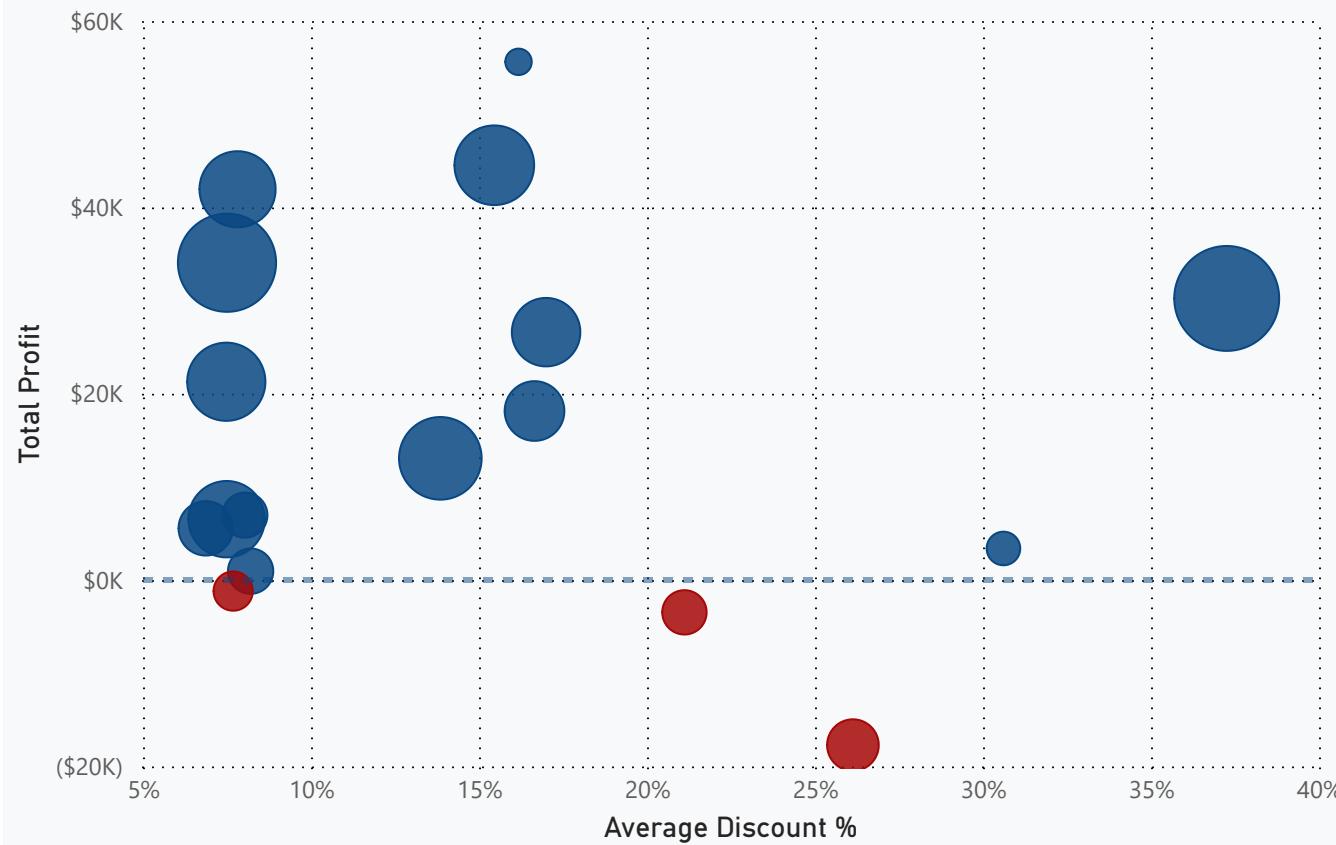
Total Units Sold	Average Unit Price	Average Discount %	Profit per Unit
38K	$60.65	15.63%	$7.56

Profit vs Discount: Subcategory Performance

Category	Average Price	Total Quantity	Average Discount	Profit Margin %
Technology	**$120.50**	**6939**	**13.22%**	**17.40%**
Copiers	$639.01	234	16.18%	37.20%
Machines	$430.09	440	30.61%	1.79%
Phones	$100.34	3289	15.46%	13.49%
Accessories	$56.24	2976	7.81%	25.05%
Furniture	**$92.41**	**8026**	**17.39%**	**2.49%**
Tables	$166.77	1241	26.13%	-8.56%
Chairs	$139.41	2354	17.00%	8.11%
Bookcases	$132.35	868	21.11%	-3.02%
Furnishings	$25.74	3563	13.85%	14.24%
Office Supplies	**$31.39**	**22906**	**15.74%**	**17.04%**
Supplies	$72.14	647	7.68%	-2.55%
Storage	$70.88	3158	7.48%	9.51%
Appliances	$62.19	1729	16.65%	16.87%
Binders	$34.05	5974	37.25%	14.86%
Envelopes	$18.19	906	8.03%	42.27%
Paper	$15.16	5178	7.50%	43.39%
Total	**$60.65**	**37871**	**15.63%**	**12.47%**

Key Takeaways:
- **High-price tech items** (Copiers, Phones) drive **strong profit**, even at moderate discounts.
- **Several subcategories show losses** (Tables, Bookcases, Supplies) despite high volume.
- **Heavy discounts don't improve profitability;** many high-discount items remain unprofitable.
- **Low-price, high-volume categories** contribute **little margin**, requiring tight cost control.

Median Lead Time (Days)	Total Orders	Max Lead Time (Days)	Min Lead Time (Days)	Average Units Per Order	Average Revenue per Order
4	5K	7	0	7.56	$458.56
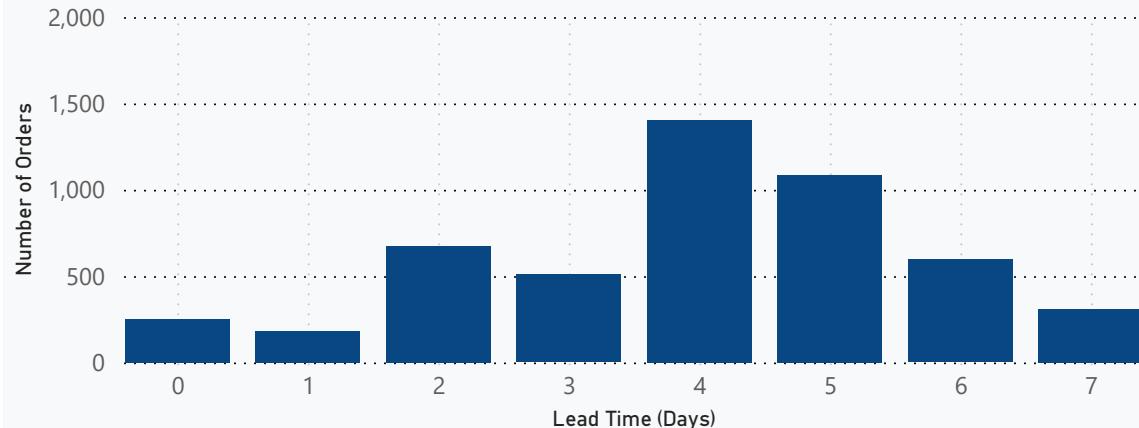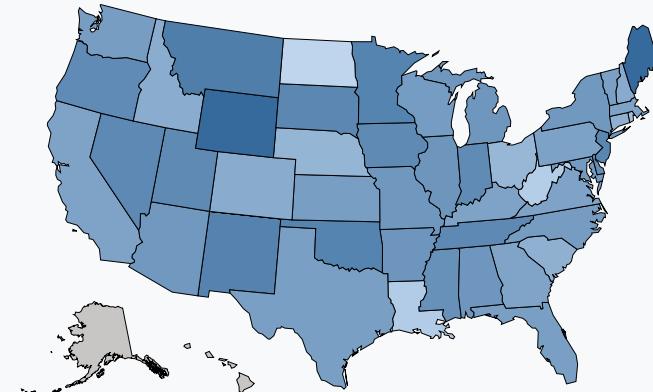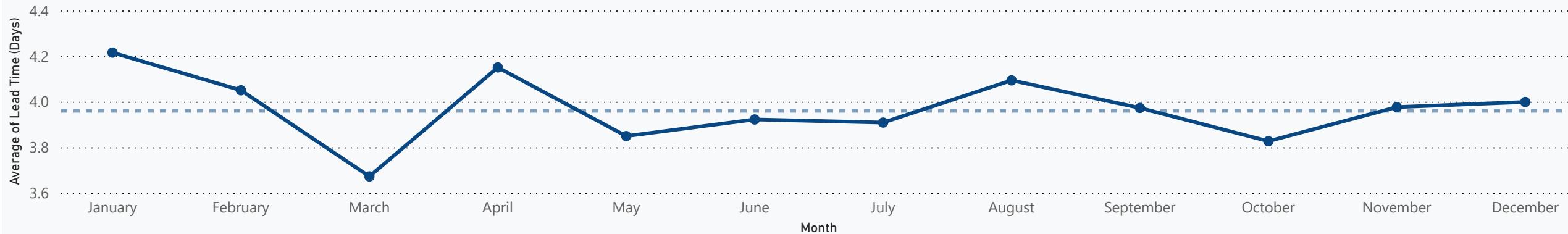
Number of Orders by Lead Time (Days)

Geographic Variation in Average Lead Time (Days)

Average Lead Time by Month

Key Takeaways

- **Shipping is consistent**, with a median lead time of **4 days**.
- **Most orders ship within 3-5 days**, indicating stable logistics performance.
- **Little monthly variation** (3.7-4.2 days), showing **no major seasonality impacts**.
- **Geographic differences exist;** some states show **slightly longer** average lead times.