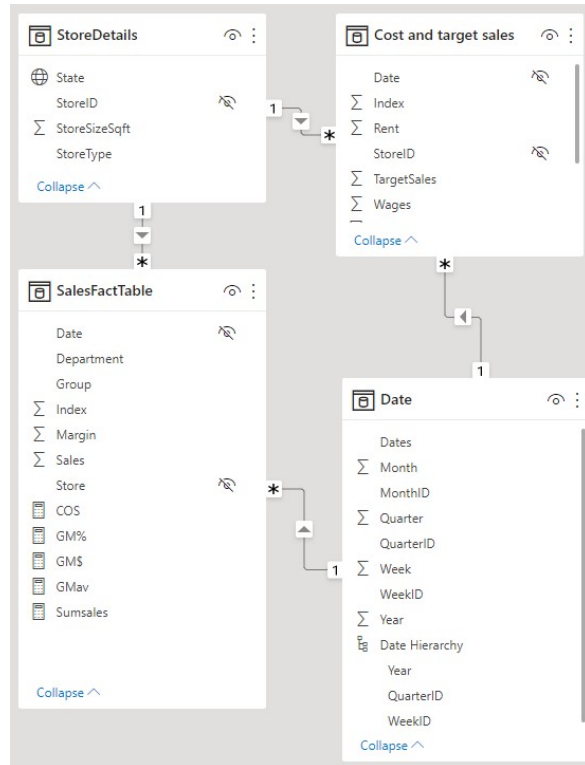


Summary of Income and Expense for Sales Retail Data 2017-2019



Data and tutorial provided by the [Corporate Finance Institute \(CFI\)](https://corporatefinanceinstitute.com/).

Queries [6]
SalesFactTable
SalesFilePathandFullFile...
Date
StoreDetails
Categories
Cost and target sales

> Cost and target sales
> Date
> SalesFactTable
> StoreDetails

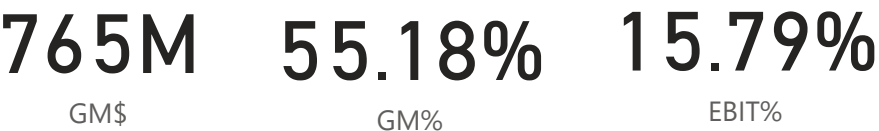
```
//Creating the date table.  
StartDate = Date.From("01/01/2017"),  
EndDate = Date.From("12/31/2019"),  
FullDates = List.Dates(StartDate, Number.From(EndDate) - Number.From(StartDate)+1,duration(1,0,0,0)),  
//list.dates only works with numbers
```

```
//Creating the date IDs.  
=Text.From([Year])&"Q"&Text.From([Quarter])  
=Text.From([Year])&"M"&Text.From([Month])  
=Text.From([Year])&"W"&Text.From([Week of Year])
```

High Level P&L Report

2019

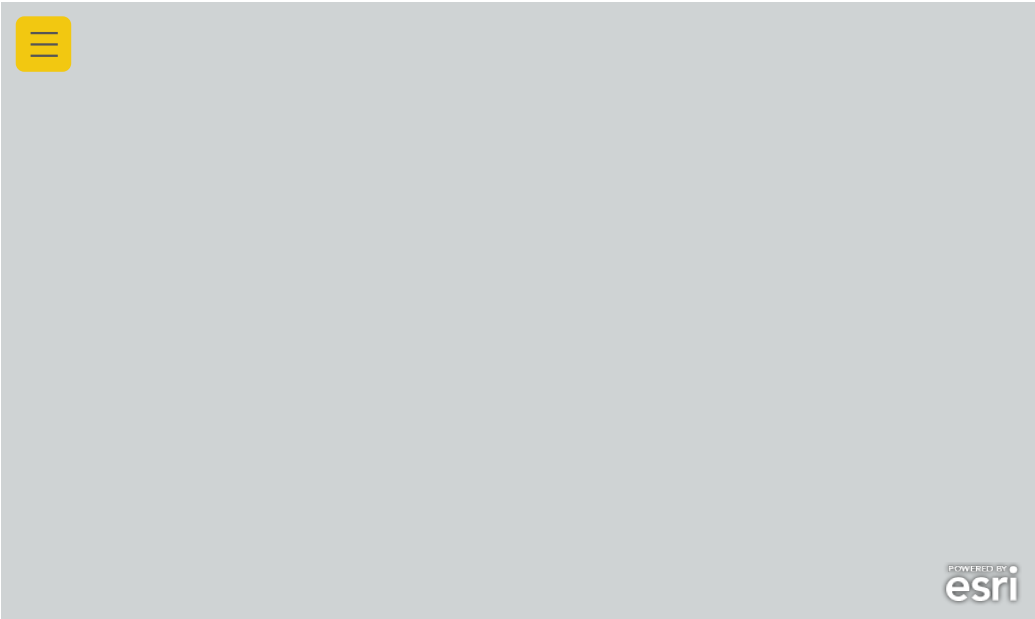
Key KPIs



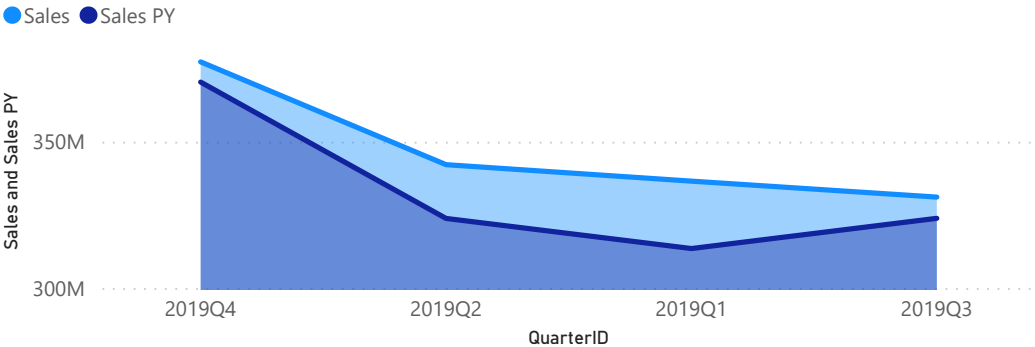
P&L Breakdown By Period (\$USD)

	2019Q1	2019Q2	2019Q3	2019Q4	Total
Sales	336,557,733	342,184,247	331,104,385	377,312,045	1,387,158,410
COS	150,702,583	153,499,904	148,263,188	169,290,018	621,755,693
GM\$	185,855,150	188,684,343	182,841,197	208,022,027	765,402,717
GM%	55.22%	55.14%	55.22%	55.13%	55.18%
Rent	71,626,057	72,538,707	70,207,847	80,292,688	294,665,299
Wages	56,595,589	58,116,812	56,160,296	63,952,235	234,824,932
Other costs	4,223,309.41	4,202,704.00	4,220,245.17	4,202,509.80	16,848,768.37
EBIT	53,410,195	53,826,120	52,252,809	59,574,594	219,063,718
EBIT%	15.87%	15.73%	15.78%	15.79%	15.79%

Map of USA Sales (Does Not Show in PDF)



Timeline



Store Breakdown By Department and Product Group

2019

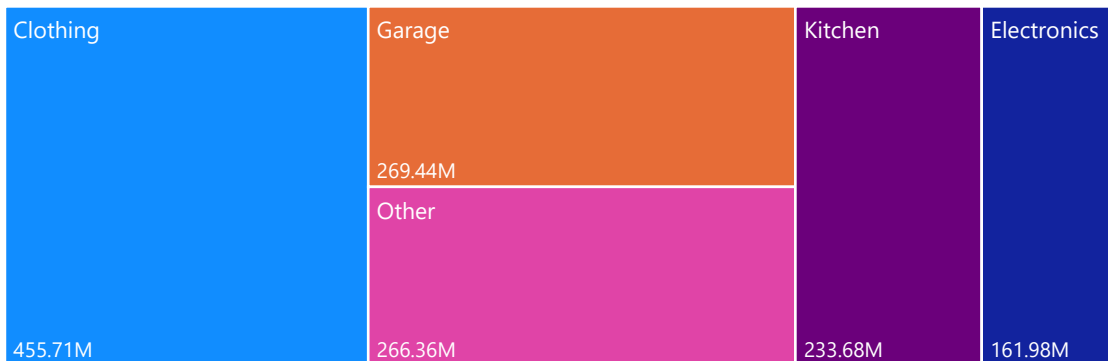
Department

StoreID

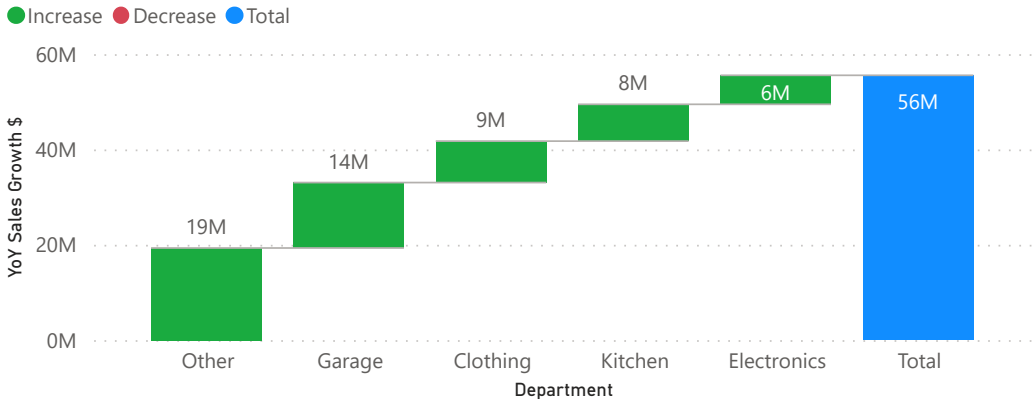
All

All

Sales Breakdown By Department and Group



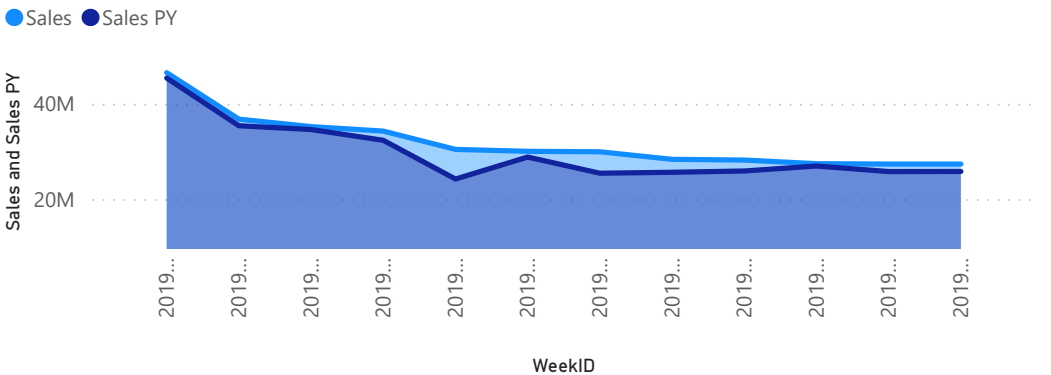
YoY Sales Growth \$ by Department



P&L Breakdown By Period (\$USD)

Department	GM%	GM Growth YoY %	Sales	Sales PY	Sales YoY Growth %
Clothing	57.00%	2.55%	455,705,968	447,011,657.67	1.94%
Electronics	59.22%	1.25%	161,975,111	155,888,830.72	3.90%
Garage	52.50%	-3.28%	269,438,843	255,709,080.77	5.37%
Kitchen	58.68%	2.93%	233,681,323	225,957,589.37	3.42%
Other	49.24%	1.09%	266,357,165	247,026,914.07	7.83%
Total	55.18%	1.01%	1,387,158,410	1,331,594,072.59	4.17%

Timeline



Top Performing Product Groups

2019



Department



StoreID



- ☐ Clothing
- ☐ Electronics
- ☐ Garage
- ☐ Kitchen
- ☐ Other

All



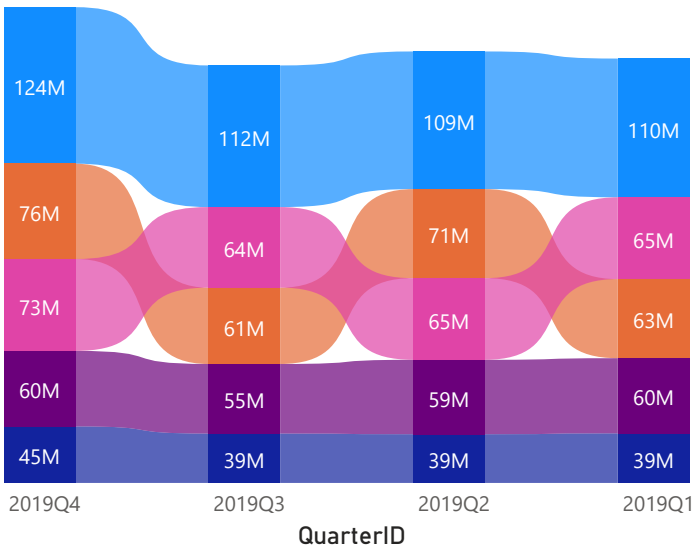
StoreType



All



Top Performing Product Groups Over Time (\$USD)



Department

- Clothing
- Electronics
- Garage
- Kitchen
- Other

Top Product Groups by Sales (\$USD)

Group & Dept	Sales	SalesShare	Sales YoY Growth %	YoY Sales Growth \$
Mens: Clothing	48,558,870.90	3.5%	13.49%	5,773,175.68
Misc: Clothing	48,588,331.82	3.5%	12.15%	5,264,509.20
Garden Appliances: Other	107,376,254.14	7.7%	10.08%	9,828,878.88
Accessories: Clothing	71,664,804.40	5.2%	9.28%	6,084,002.64
Bicycle Storage: Garage	72,628,198.65	5.2%	9.01%	6,004,460.63
Assorted Food: Other	48,254,236.80	3.5%	8.42%	3,746,276.67
Girls: Clothing	59,874,484.82	4.3%	5.60%	3,175,599.00
Womens: Clothing	101,591,755.83	7.3%	4.89%	4,734,122.84
Kitchens: Kitchen	138,423,261.78	10.0%	4.54%	6,005,898.85
Laptops: Electronics	49,550,360.54	3.6%	1.20%	587,403.80
Total	746,510,559.69	53.8%	7.36%	51,204,328.19

Worst Performing Product Groups by Sales Growth %

Group & Dept	Sales	SalesShare	Sales YoY Growth %	YoY Sales Growth \$
Unisex: Clothing	25,459,236.63	1.8%	-2.26%	-589,604.96
Bicycle Accessories: Garage	32,700,783.12	2.4%	-3.82%	-1,299,247.79
Appliances: Kitchen	9,973,991.84	0.7%	-4.25%	-442,614.29
Boys: Clothing	45,261,912.44	3.3%	-7.31%	-3,570,333.27
Cutlery: Kitchen	4,668,307.05	0.3%	-8.58%	-438,276.34
Small Storage: Garage	29,779,948.77	2.1%	-8.80%	-2,873,243.01
Dishware: Kitchen	13,025,412.68	0.9%	-11.17%	-1,637,285.30
Food Storage: Kitchen	3,249,846.47	0.2%	-16.17%	-626,897.53
Sports: Clothing	47,504,070.14	3.4%	-16.92%	-9,675,589.68
Infants: Clothing	7,202,500.69	0.5%	-25.78%	-2,501,571.45
Total	218,826,009.82	15.8%	-9.76%	-23,654,663.61