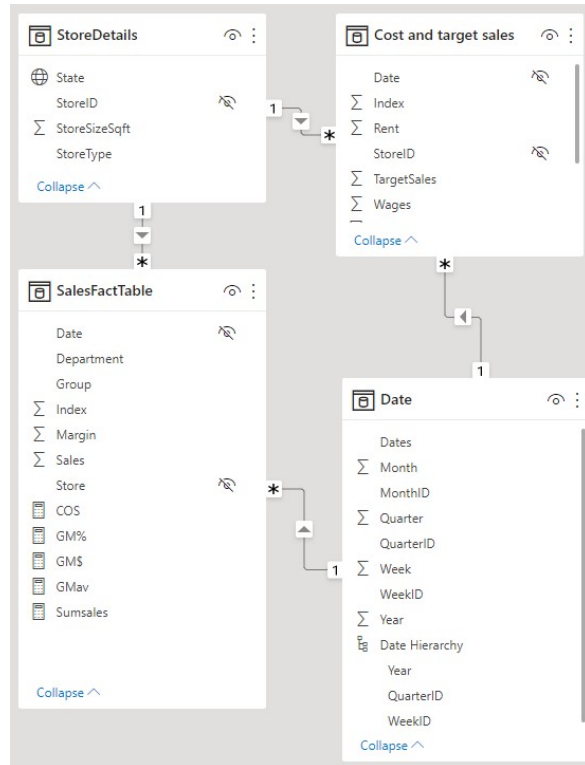
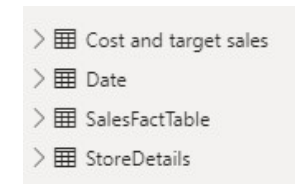
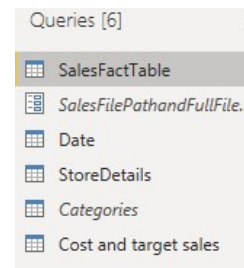


# Summary of Income and Expense for Sales Retail Data 2017-2019



This dashboard took 3-4 months to make.

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



```
//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



765M

GM\$

55.18%

GM%

15.79%

EBIT%

4.17%

Sales YoY Growth %

1.01%

GM Growth YoY %

0.56%

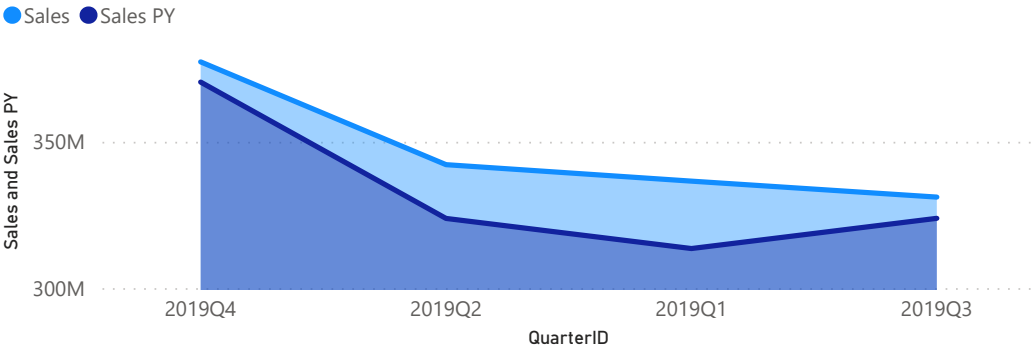
EBIT Growth YoY %

## 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

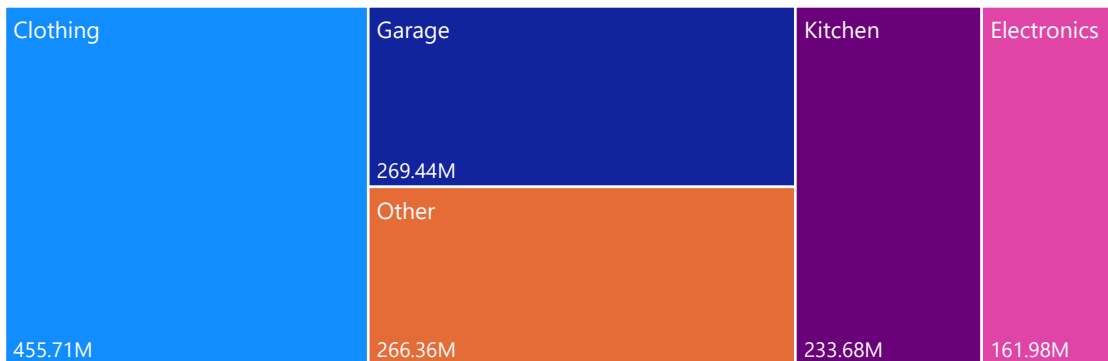
Department

StoreID

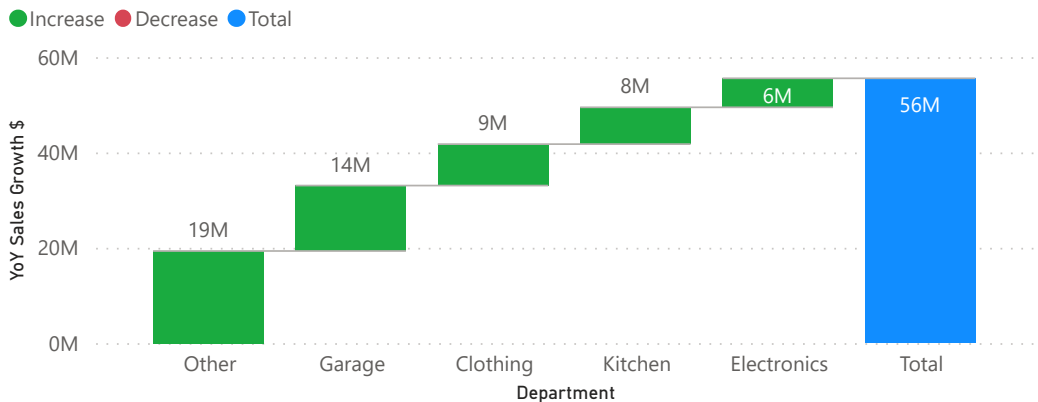
All

All

### Sales Breakdown By Department and Group



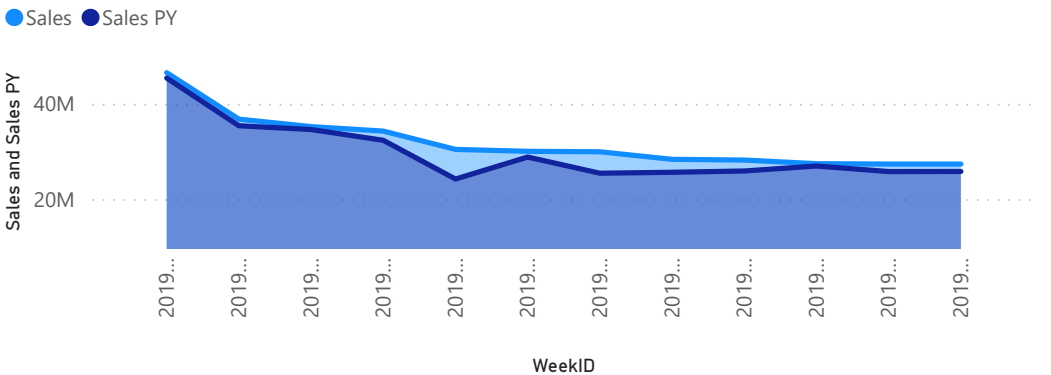
### YoY Sales Growth \$ by Department



### 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%
<b>Total</b>	<b>55.18%</b>	<b>1.01%</b>	<b>1,387,158,410</b>	<b>1,331,594,072.59</b>	<b>4.17%</b>

### Timeline



## Top Performing Product Groups

2019

Department

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

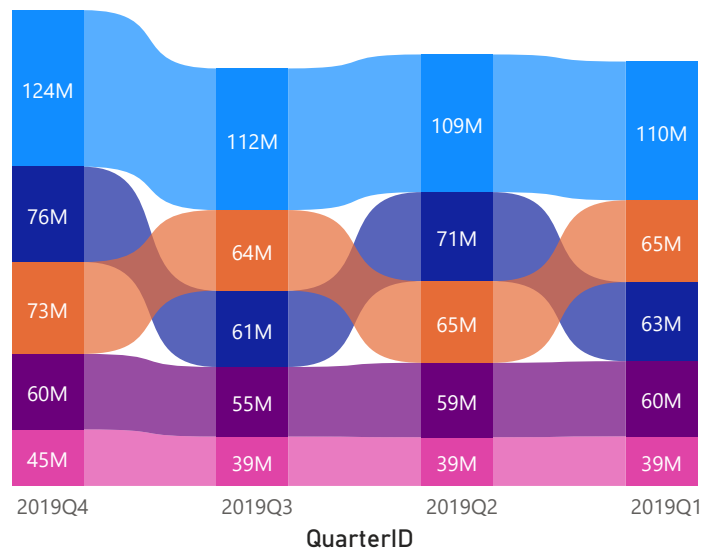
StoreID

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