

Balanced Scorecard

Jubilee Superstores



Executive Summary



Customer and Product Deep Dive



Operations & Sustainability



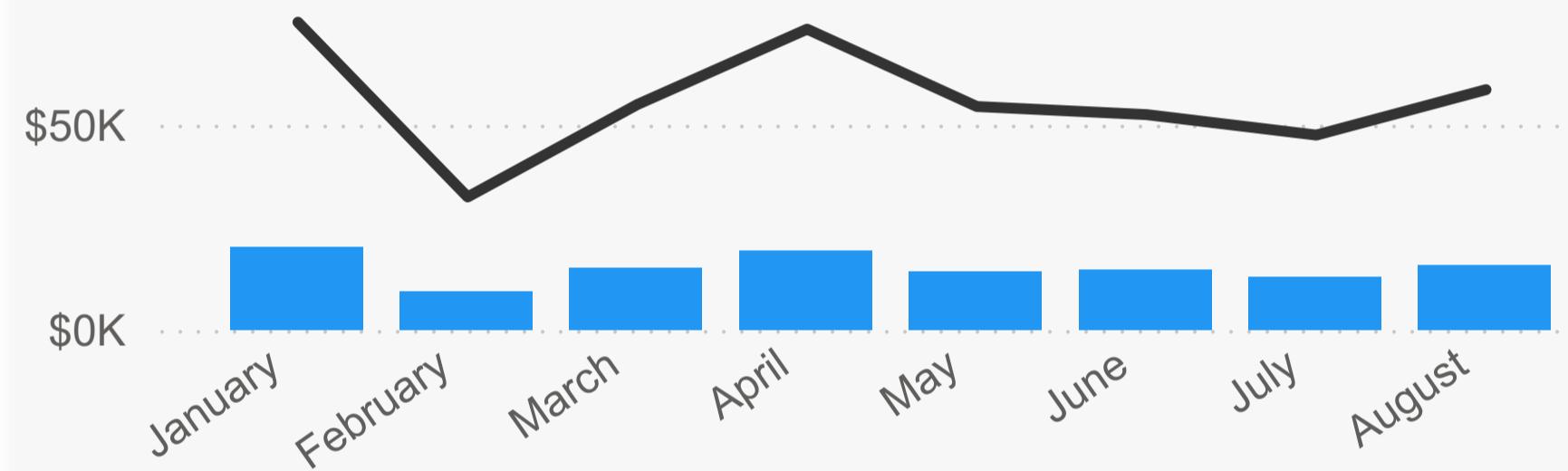
People & Social Responsibility

Total Sales

\$448.40K

▼ -29.3%

● Total Profit ● Total Sales

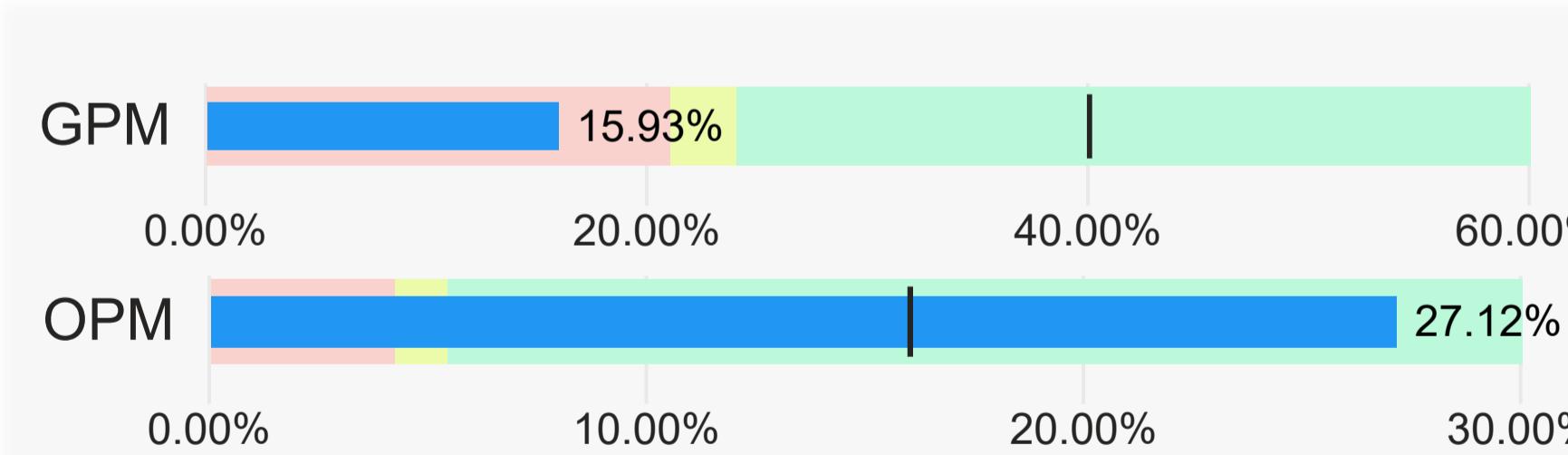


Total Profit

\$121.63K

▼ -29.2%

● Total Profit



Order Count

338

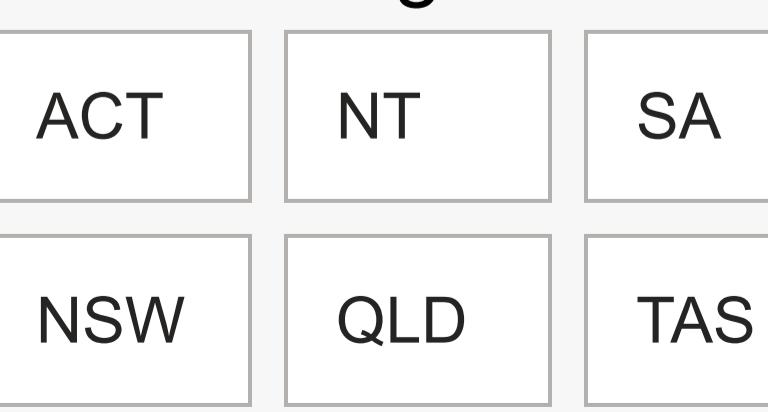
▼ -29.0%

Del. Time Avg.

3.96

▲ 1.3%

Region



COGS

35.17K

▼ -29.3%

Average Order Value

1.33K

▼ -0.4%

Number of Customers

205

▼ -12.0%

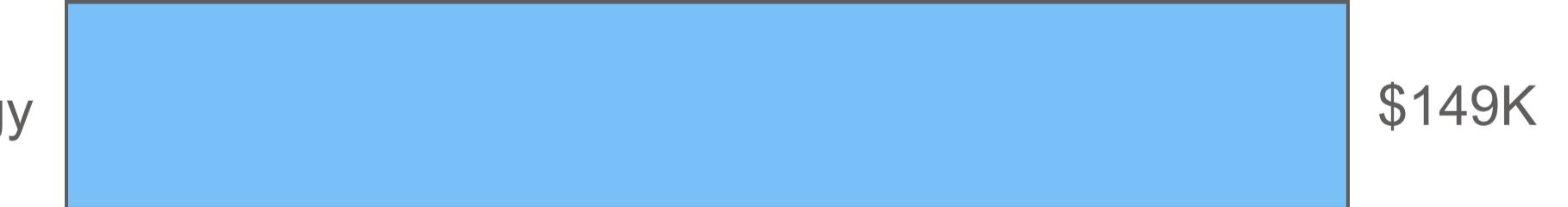
Total Sales by Category (Drilldown)

Category

Furniture



Technology



Office Supplies



Total Sales

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Jubilee Superstores



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People & Social Responsibility

Year

2025

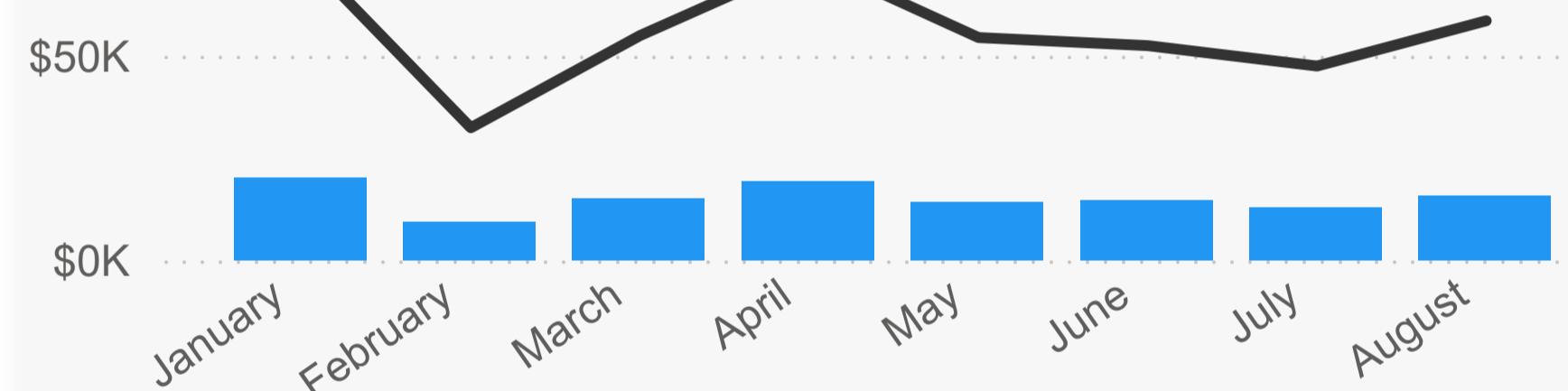


Total Sales

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Total Profit ● Total Sales



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205

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Sales

Profit

Customer

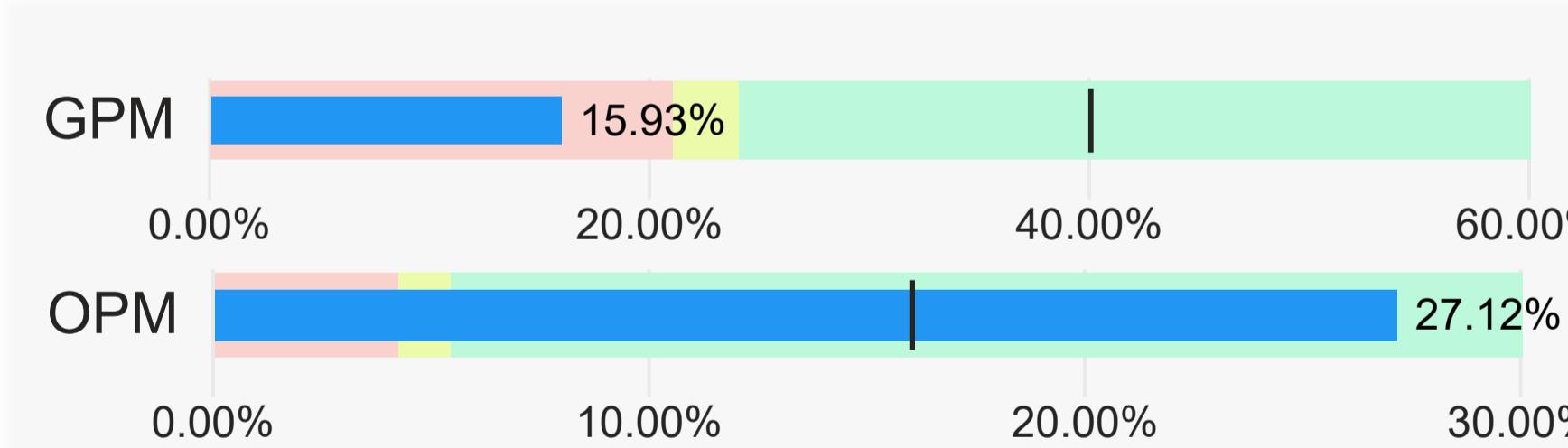
Product

Profit Breakdown

Region
TAS

Segment
Home Office

Ship M



Order Count

338

▼ -29.0%

Del. Time Avg.

3.96

▲ 1.3%

Region



Balanced Scorecard

Jubilee Superstores

This dashboard provides a high-level overview of sales, profit, and operational performance. Analyze trends by product, region, and time to track key business health indicators.

Year

2025



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Operations & Sustainability



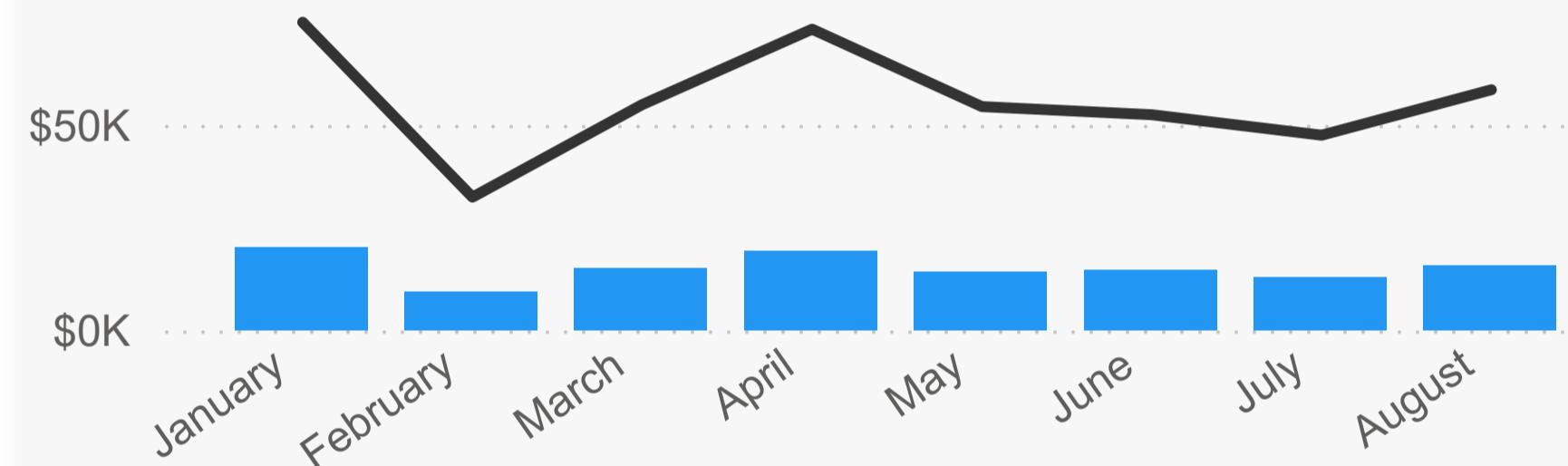
People & Social Responsibility

Total Sales

\$448.40K

▼ -29.3%

● Total Profit ● Total Sales



Total Profit

\$121.63K

▼ -29.2%

COGS

376.98K

▼ -29.3%

Average Order Value

1.33K

▼ -0.4%

Number of Customers

205

▼ -12.0%

Sales

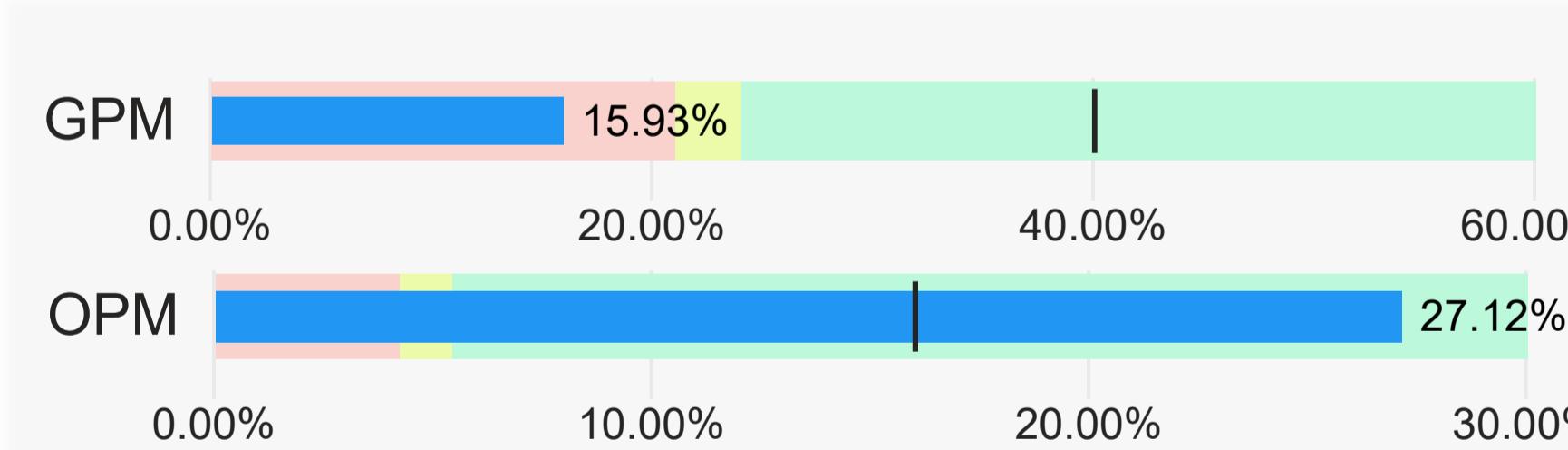
Profit

Customer

Product

Sales by Customer Segment

Customer Segment ● High Value ● Low Value ● Mid Value



Order Count

338

▼ -29.0%

Del. Time Avg.

3.96

▲ 1.3%

Filter by Region



Total Sales

\$40K

\$20K

\$0K

January

February

March

April

May

June

July

August

Month

Balanced Scorecard

Jubilee Superstores



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Customer and Product Deep Dive



Operations & Sustainability



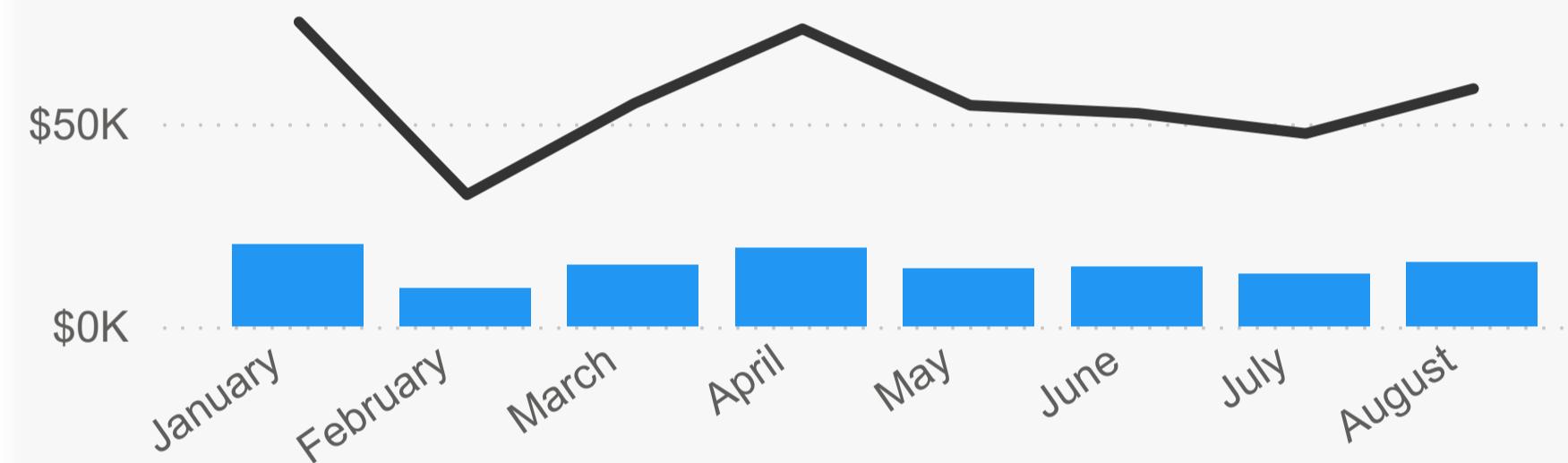
People & Social Responsibility

Total Sales

\$448.40K

▼ -29.3%

● Total Profit ● Total Sales



Total Profit

\$121.63K

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COGS

376.98K

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Average Order Value

1.33K

▼ -0.4%

Number of Customers

205

▼ -12.0%

Sales

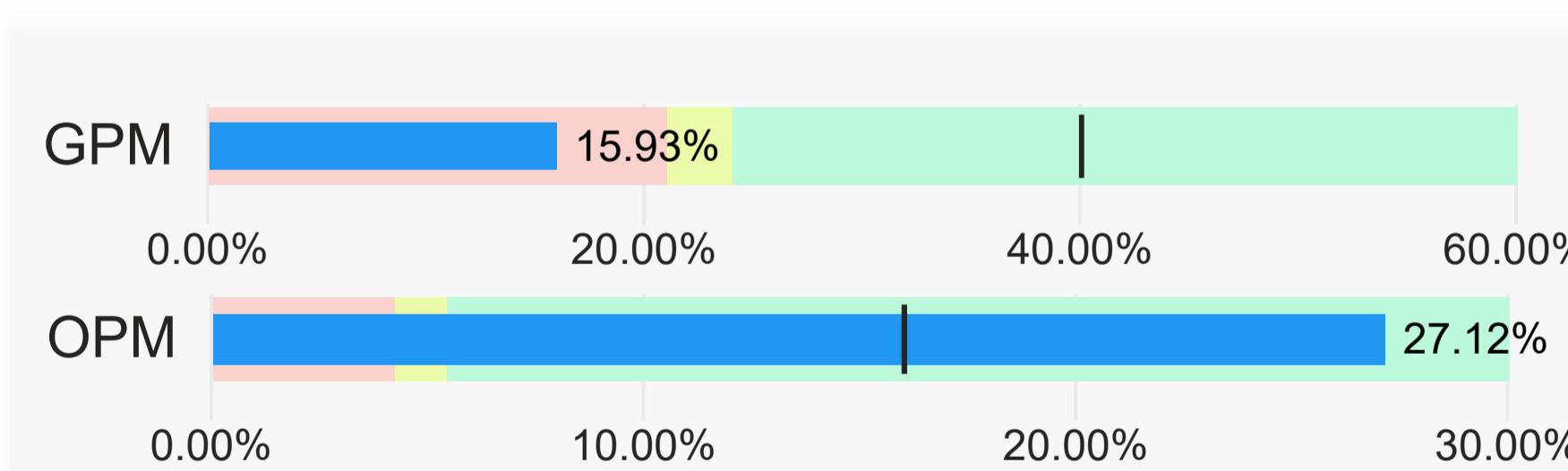
Profit

Customer

Product

Total Sales by Quarter and Sub-Category

Sub-Category ● Accessories ● Binders ● Bookcases ● Chairs ● Paper ● Phones ▶



Order Count

338

▼ -29.0%

Del. Time Avg.

3.96

▲ 1.3%

Region



Total Sales

\$200K

\$150K

\$100K

\$50K

\$0K

Q1

Q2

Q3

Quarter

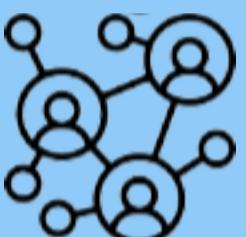
Balanced Scorecard

Jubilee Superstores

This page analyzes our most valuable customers and products. It tracks customer profitability and breaks down product sales to identify key growth drivers.



Executive Summary



Customer and Product Deep Dive



Operations & Sustainability



People & Social Responsibility

Avg Profit per Customer

\$593.30

▼ -19.5%

Returning Customers

205

▼ -29.0%

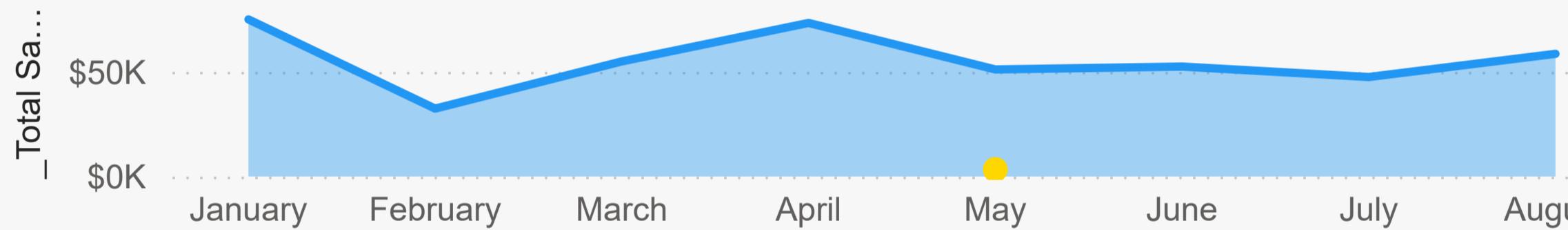
New Customers

2

▼ -81.8%

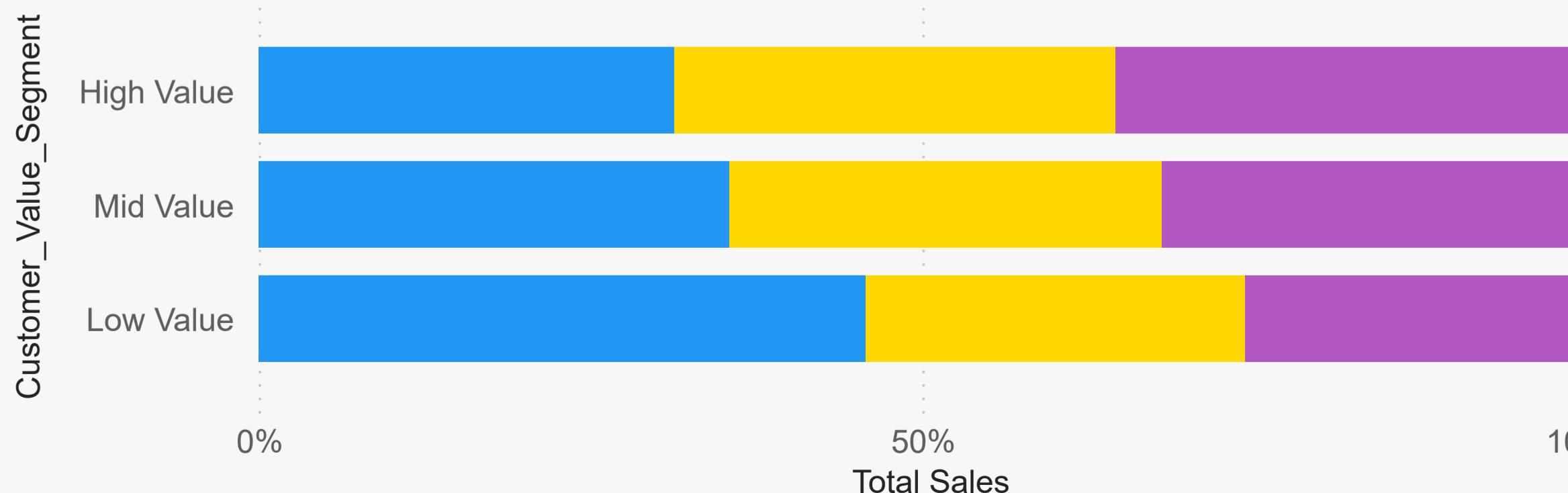
New vs. Returning Customer Sales Trend

First Time Purchase? ● No ● Yes



Product Mix by Customer Value Segment

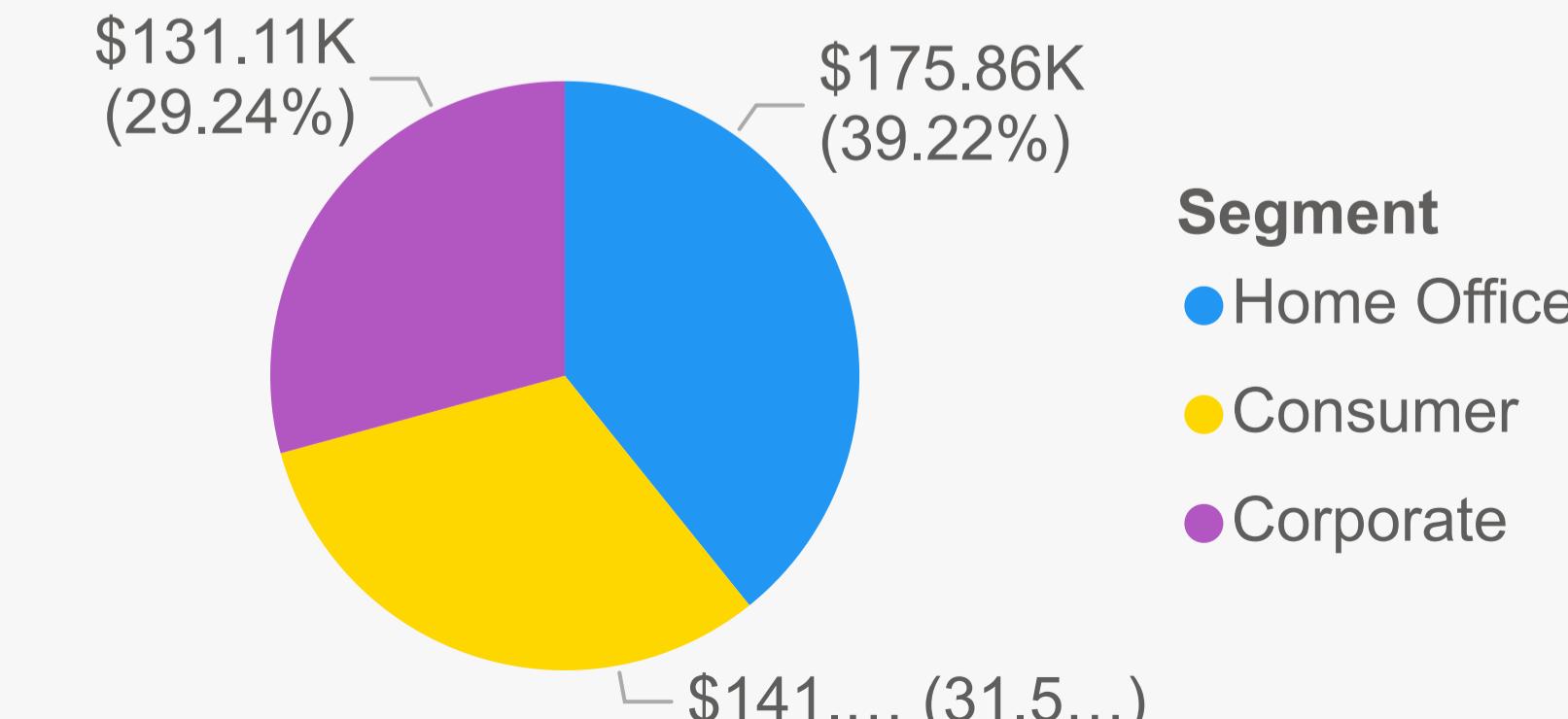
Category ● Furniture ● Office Supplies ● Technology



Top 10 Customers by Profit

Customer Name	Segment	Total Profit	Total Sales
Mia Patel	Consumer	\$4,939.80	\$14,588.66
Emma Brown	Home Office	\$3,080.37	\$8,718.58
Jane Davis	Home Office	\$2,784.00	\$10,185.35
Mia Clark	Home Office	\$2,648.96	\$8,879.72
John Brown	Home Office	\$2,608.65	\$8,454.17
Chris White	Home Office	\$2,234.11	\$8,556.94
Chris White	Consumer	\$1,682.13	\$6,854.57
Emma White	Corporate	\$1,498.89	\$4,780.15
Mia Lee	Corporate	\$1,417.91	\$4,422.18
Total		\$33,416.92	\$116,488.89

Sales by Customer Segment



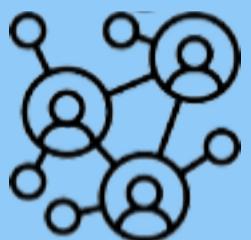


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Customer and Product Deep Dive

Operating Profit Margin

27.12%

▲ 0.2%

Total Discount Amount

68.89K

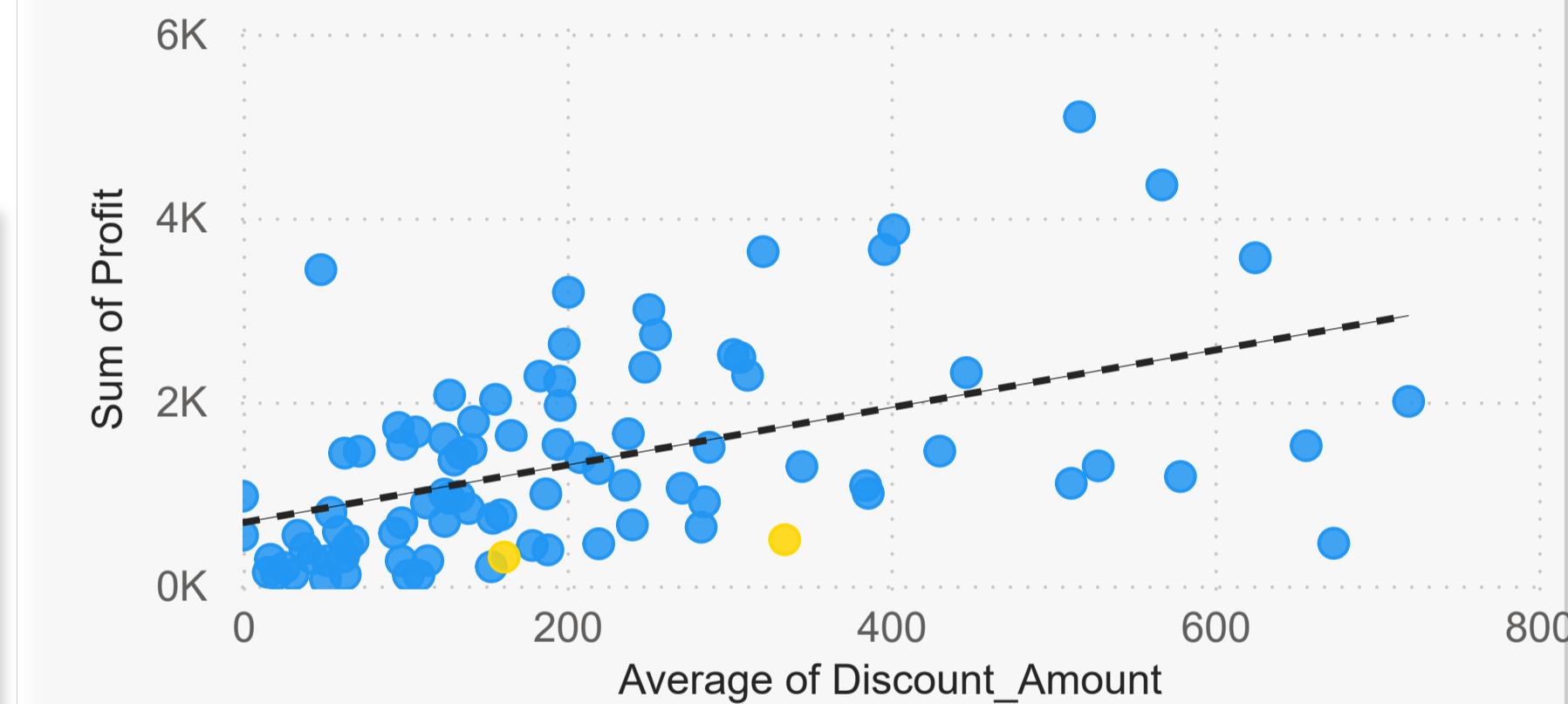
▼ -28.9%

Unique Products Sold

90

Discount vs. Profitability for New vs. Returning Customers

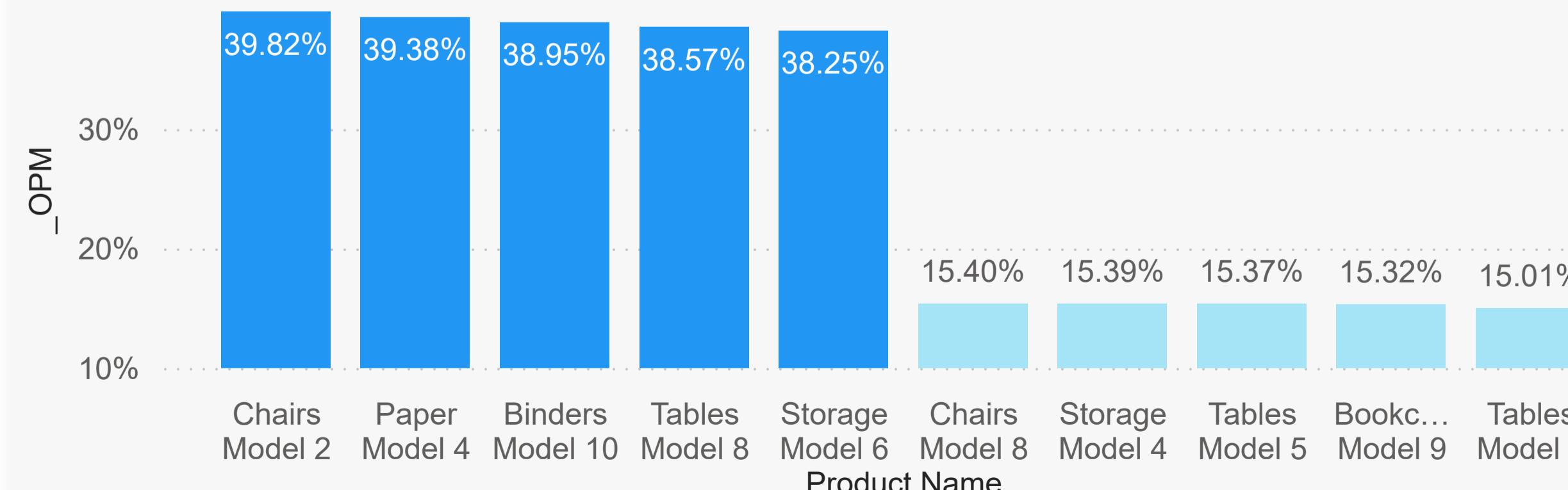
Is_First_Purchase ● No ● Yes



Performance Breakdown by Sub-Category

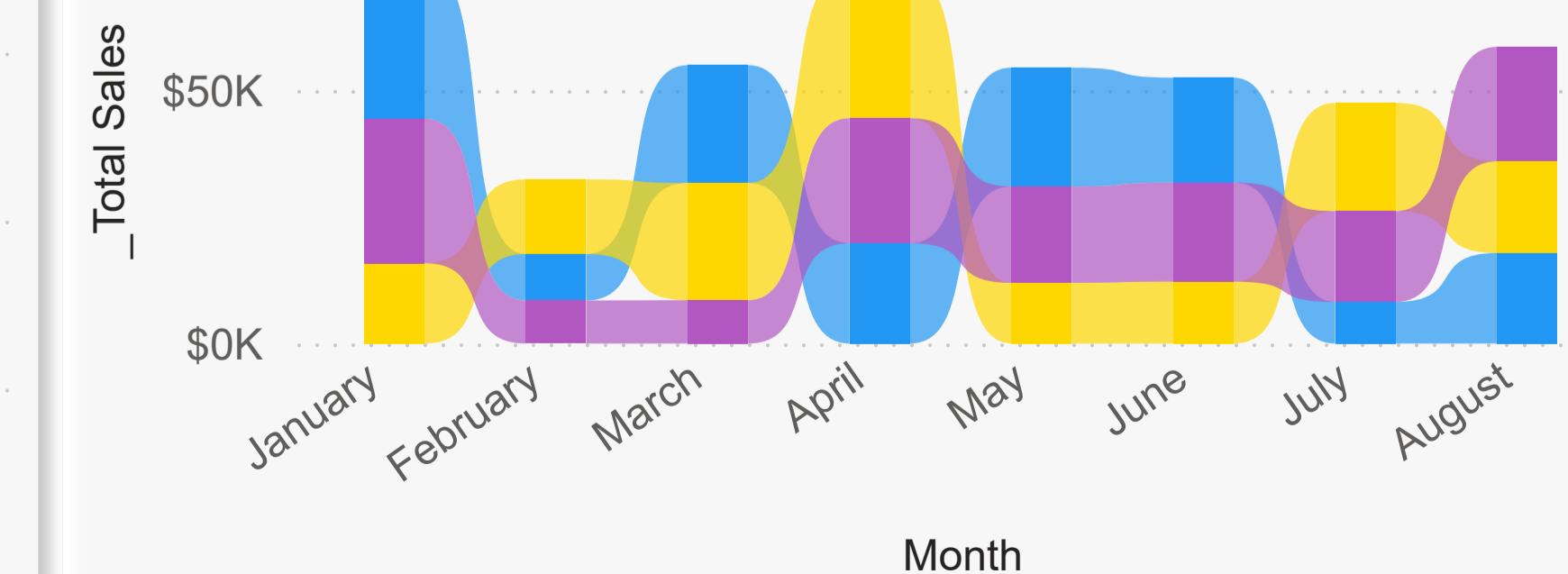
Category	Total Profit	Total Sales	OPM	Order Count	Total Discount
+ Technology	\$8,970.87	\$34,744.38	25.82%	23	5,356.97
+ Furniture	\$11,595.45	\$43,749.15	26.50%	30	4,453.11
+ Office Supplies	\$12,850.60	\$37,995.36	33.82%	24	3,881.10
Total	\$33,416.92	\$116,488.89	28.69%	77	13,691.18

Top & Bottom 5 Products



Monthly Sales Performance & Rank by Product Category

Category ● Furniture ● Office Supplies ● Technology



People & Social Responsibility

Year

2025



Balanced Scorecard

Jubilee Superstores

This page tracks our shipping efficiency through metrics like delivery speed and on-time rates. It also assesses the environmental impact and identifies key risks in our supply chain.

Year

2025



Executive Summary



Customer and Product Deep Dive

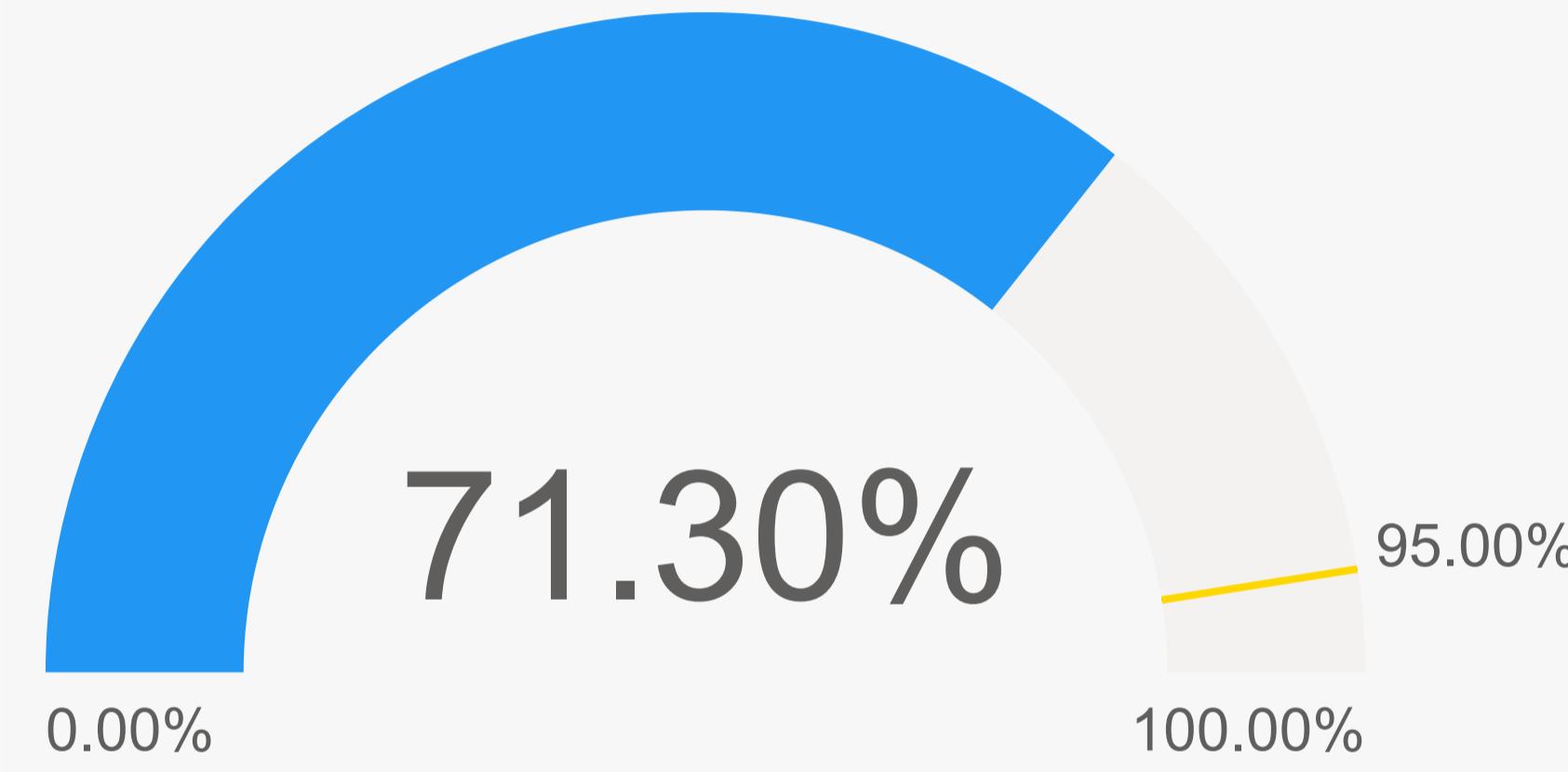


Operations & Sustainability



People & Social Responsibility

On-Time Shipping Target



Total Weight Shipped
(Tonnes)

12.48

▼ -29.6%

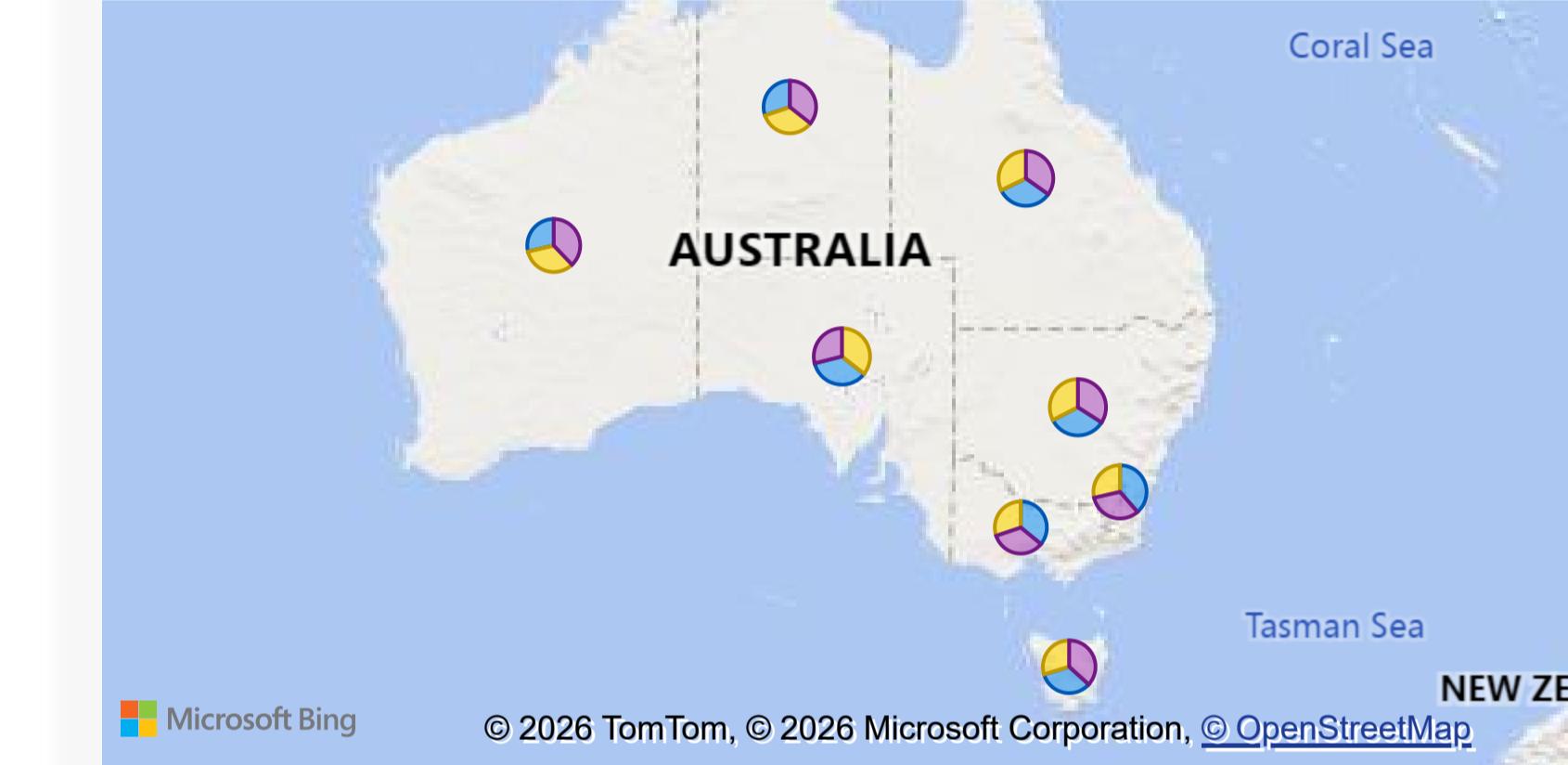
Avg. Shipping Impact Score

2.51

▲ 0.4%

Delivery Time by Category for State

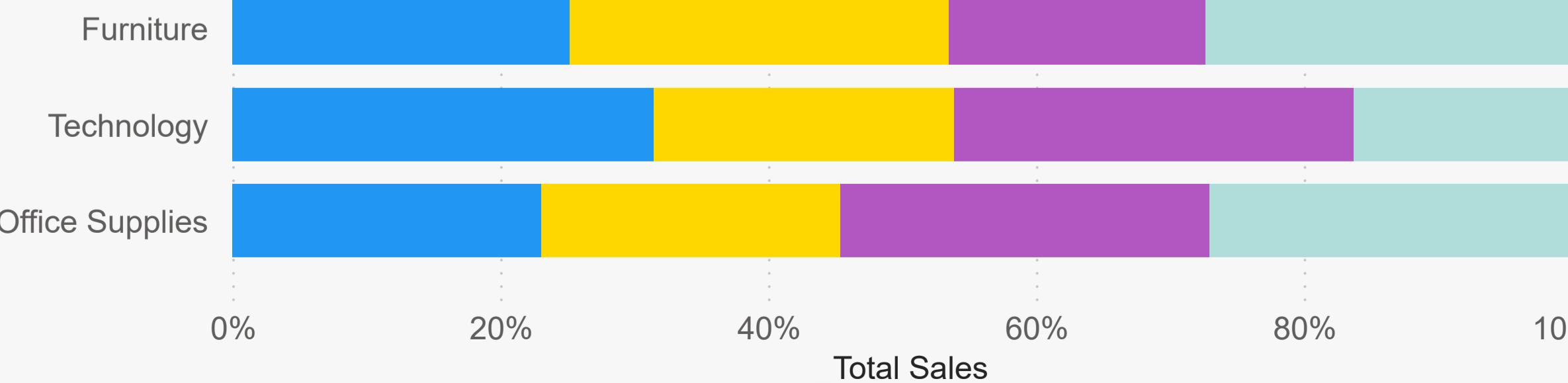
Category ● Furniture ● Office Supplies ● Technology



Sales Mix by Shipping Impact

Shipping_Impact_Score ● 1 ● 2 ● 3 ● 4

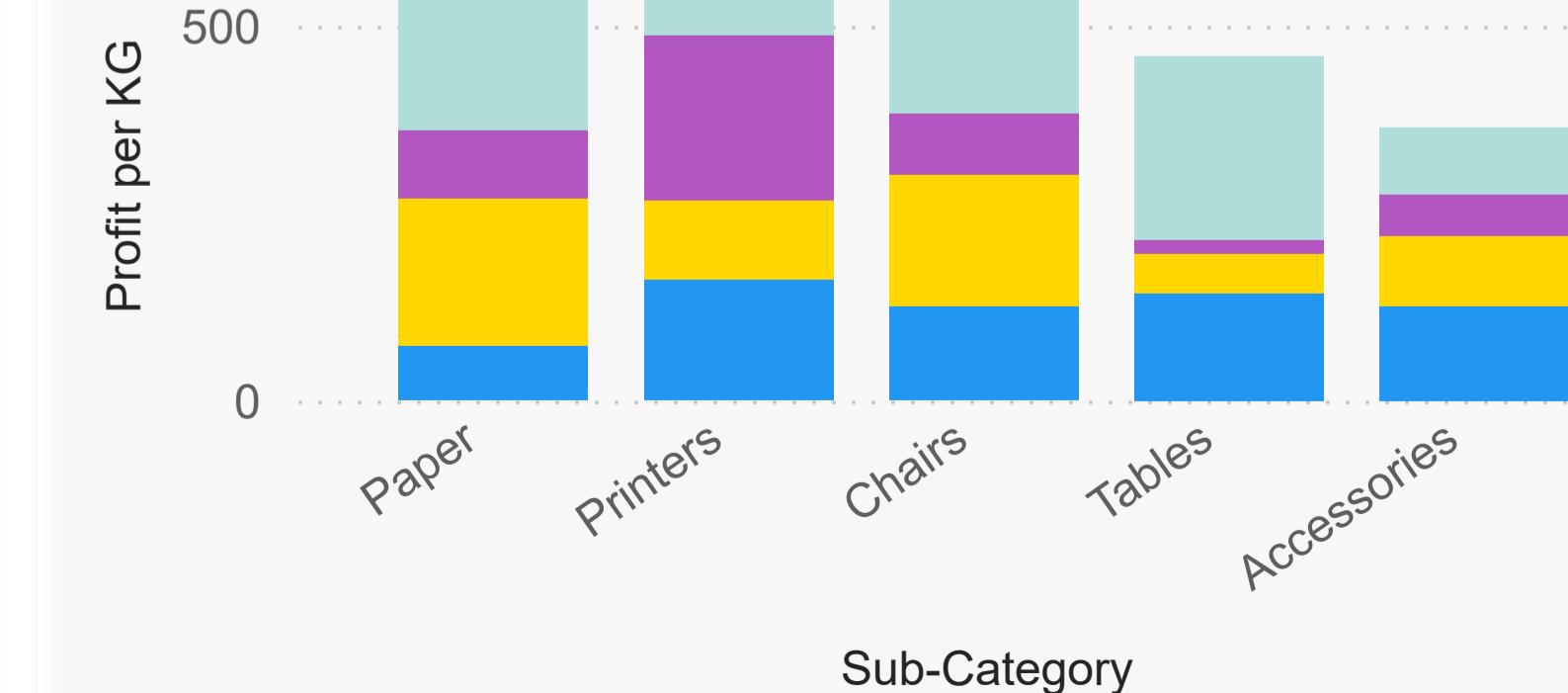
Category



Bottom 5 Eco-Friendly Products Shipped

Shipping_Impa... ● 1 ● 2 ● 3 ● 4

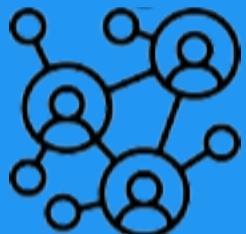
Profit per KG



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People & Social Responsibility

Jubilee Superstores

This page assesses sales team performance and diversity while tracking progress on key social responsibility goals, including Indigenous employment and supplier engagement.

People

Social

Year

2025



Total Sales Staff

25

Avg. Employee Tenure

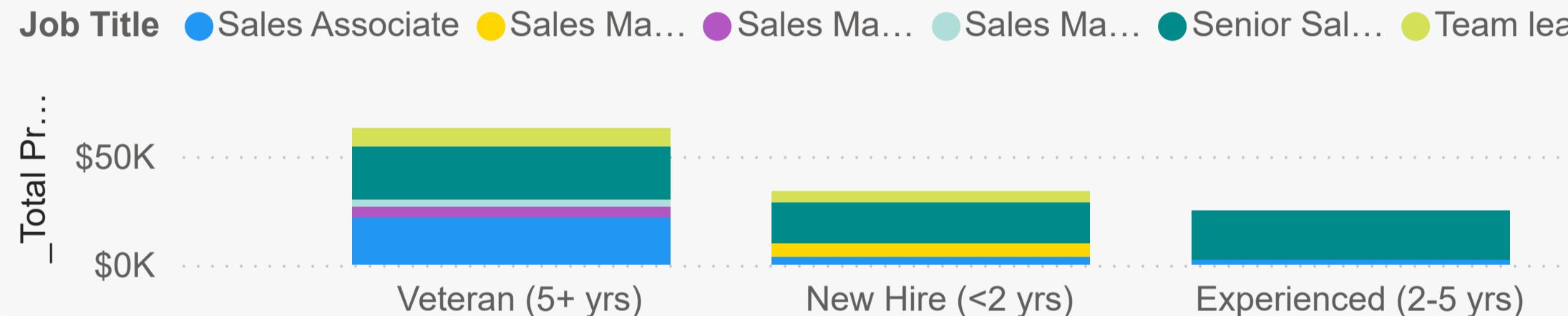
5.15

Avg. Profit per Employee

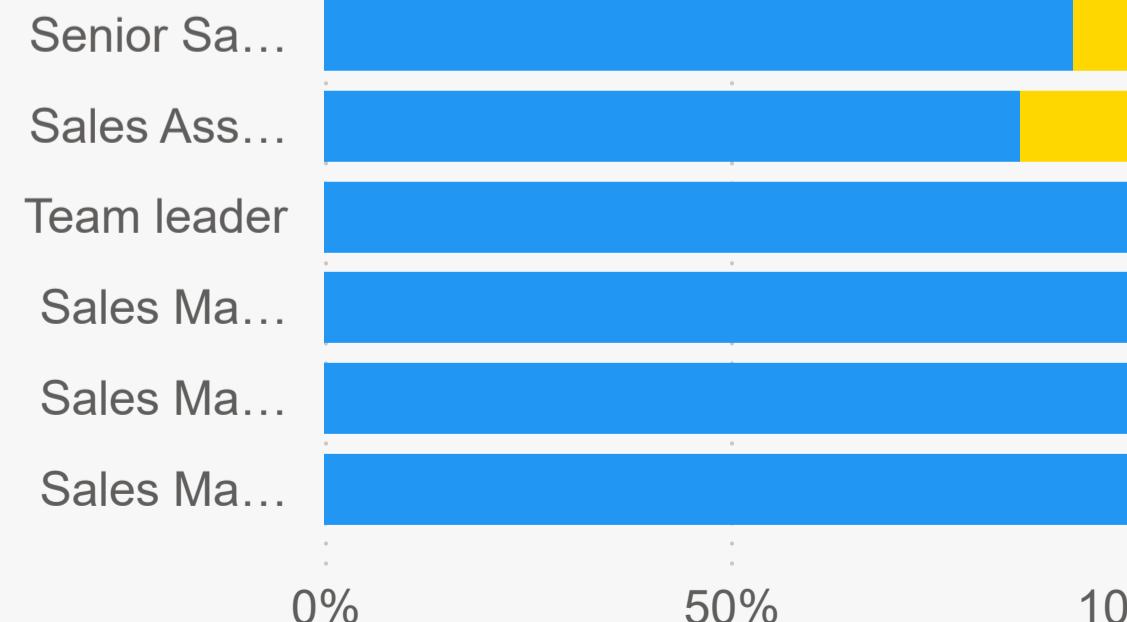
4.87K

▼ -29.2%

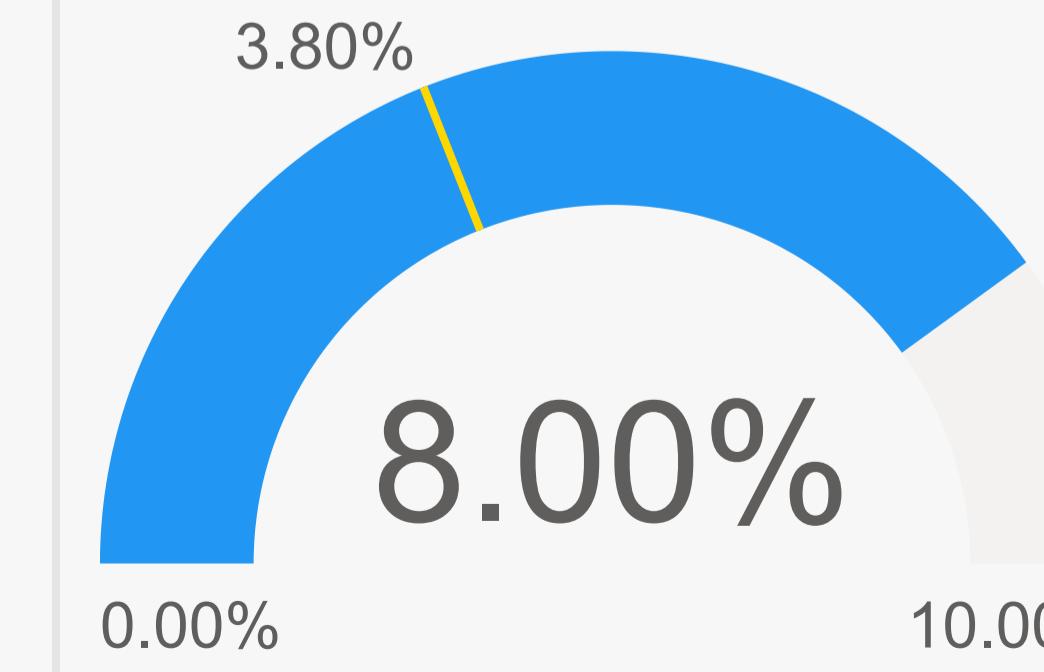
New vs. Returning Customer Sales Trend



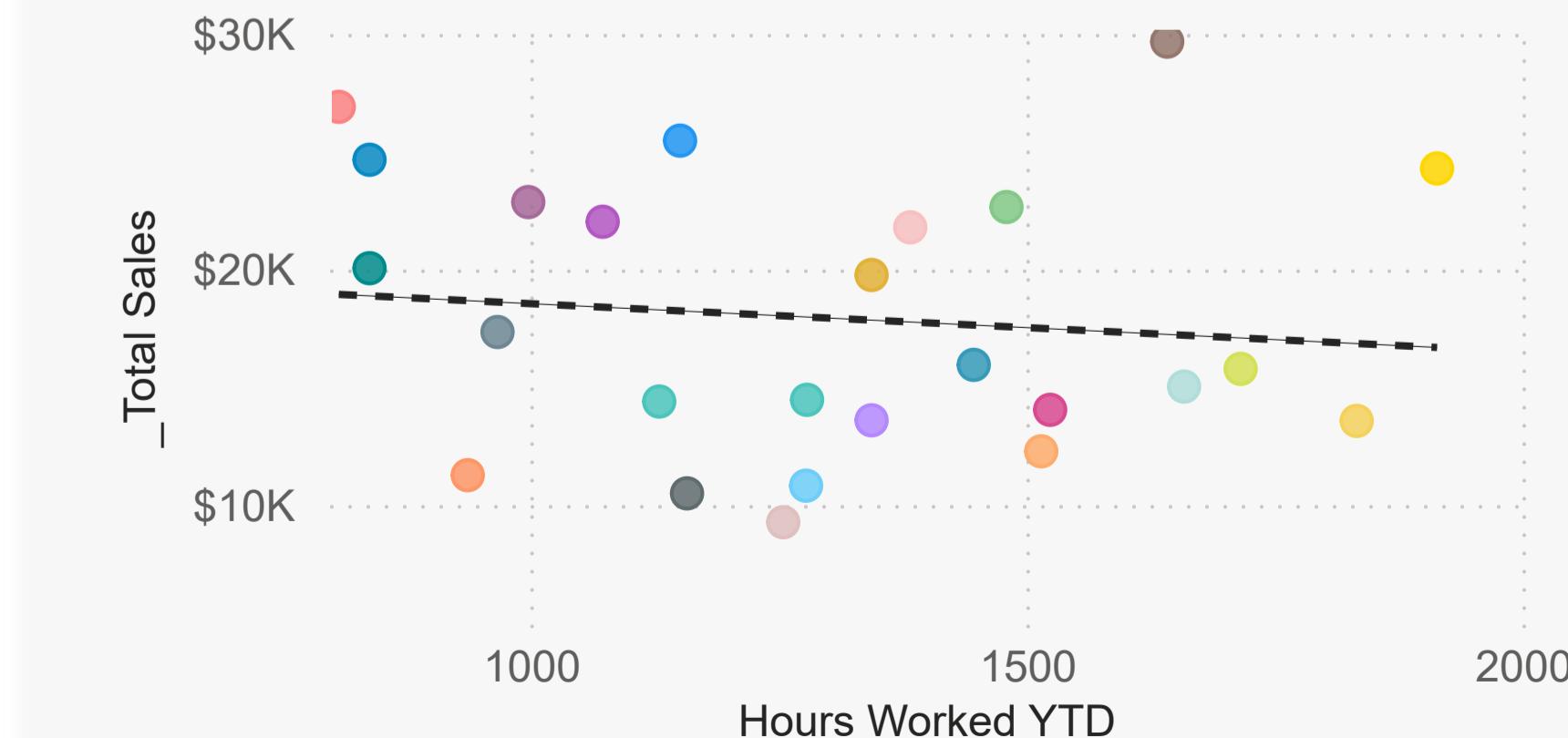
Indigenous Representation by Job Title



Indigenous Employment Rate



Work Hours vs Sales



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Operations & Sustainability



People & Social Responsibility

Jubilee Superstores

This page tracks our investment in Indigenous-owned suppliers and the stability of those partnerships.

People

Social

Year

2025

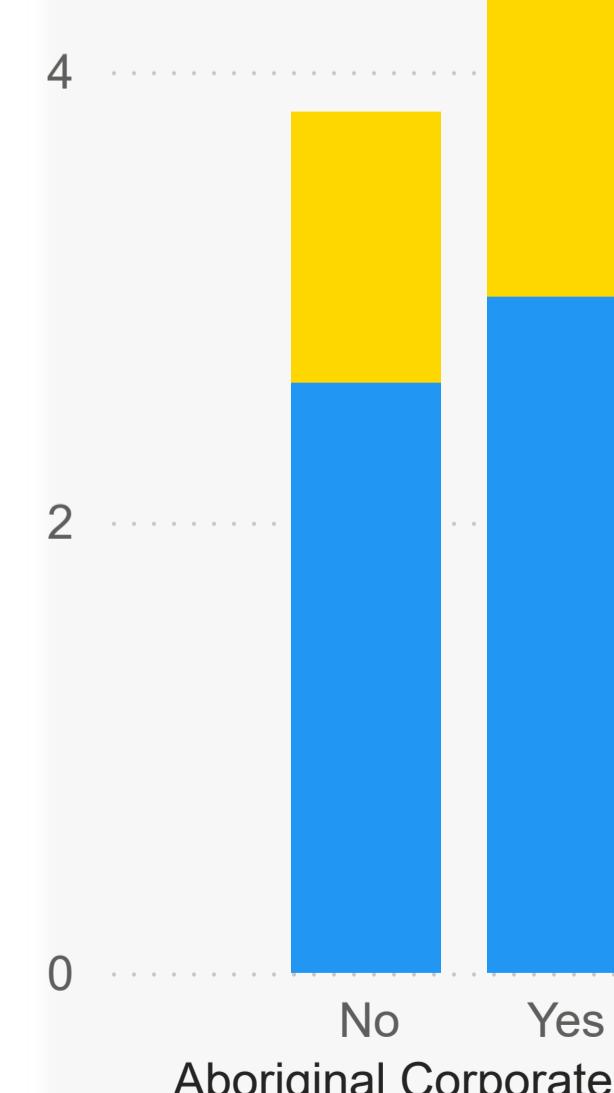


% Total Spent with Ind. Suppliers

12.92%

Average Relationship Length (Years)

Su... ● Current ● Past



Active Ind. Suppliers

2

At-Risk Suppliers

[Sandstone Trading Pty...](#)

721

Days Since Last Order

[Koala Logistics Pty Lt...](#)

695

Days Since Last Order

[Waratah Distribution ...](#)

684

Days Since Last Order

[Harbour Supply Pty Ltd](#)

476

Days Since Last Order

[Southern Cross Logis...](#)

336

Days Since Last Order

Spend Concentration by Supplier



Ind. Suppliers

Supplier Name	Sum of Purchased Value To Date	Supplier Status
Bluegum Trading Pty Ltd	25,370.42	Current
Boomerang Logistics Pty Ltd	53,908.26	Current
Koala Logistics Pty Ltd	48,493.27	Past
Southern Cross Wholesale Pty Ltd	58,439.68	Past
Total	225,348.43	