

SuperStore Performance

Regional Sales And Performance Dashboard

Sales Performance



Total Profit

\$286K

48%

vs. Prev Year



Total Sales

\$2M

47%

vs Prev Year



Total Orders

9,994

50%

vs Prev Year



N^o of Customers

793

1%

vs Prev Year



Tot Qty Sld

38K

49%

vs Prev Year

Segment

All

Year

All

State

All

Order Date

1/3/2013

12/30/2016

Sales by Segment

| Segment | Sales | Percentage |
|-------------|----------|------------|
| Consumer | \$1,161K | 50.56% |
| Corporate | \$706K | 30.74% |
| Home Office | \$430K | 18.7% |

Sales by Month

| Month | Sales |
|-------|--------|
| Jan | \$96K |
| Feb | \$60K |
| Mar | \$204K |
| Apr | \$138K |
| May | \$155K |
| Jun | \$152K |
| Jul | \$146K |
| Aug | \$161K |
| Sep | \$307K |
| Oct | \$197K |
| Nov | \$355K |
| Dec | \$326K |

Sales by State

Region: Central, East, South, West

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| Category | Total Sales | Order Count | % of Orders | % of Sales |
|-----------------|-------------|-------------|-------------|------------|
| Technology | \$836,154 | 1,847 | 18% | 36% |
| Furniture | \$742,000 | 2,121 | 21% | 32% |
| Office Supplies | \$719,047 | 6,026 | 60% | 31% |
| Total | \$2,297,201 | 9,994 | 100% | 100% |

Orders by Region

| Region | Orders |
|---------|--------|
| West | 3,203 |
| East | 2,848 |
| Central | 2,323 |
| South | 1,620 |

Sales vs Profit Per State

Legend: Total Sales (Grey), Total Profit (Yellow)

| State | Total Sales | Total Profit |
|------------|-------------|--------------|
| California | High | Medium |
| New York | High | Medium |
| Texas | Medium | Low |
| Washin... | Medium | Low |
| Pennsyl... | Medium | Low |
| Florida | Medium | Low |
| Illinois | Medium | Low |
| Ohio | Medium | Low |
| Michigan | Medium | Low |

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Profit Analysis



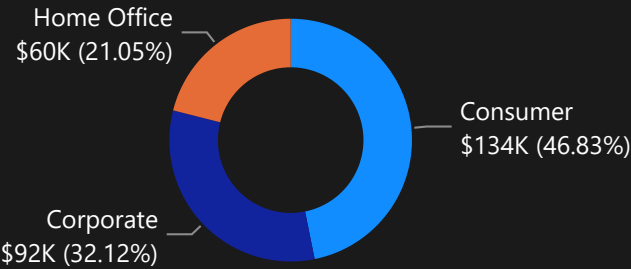
SuperStore

Year

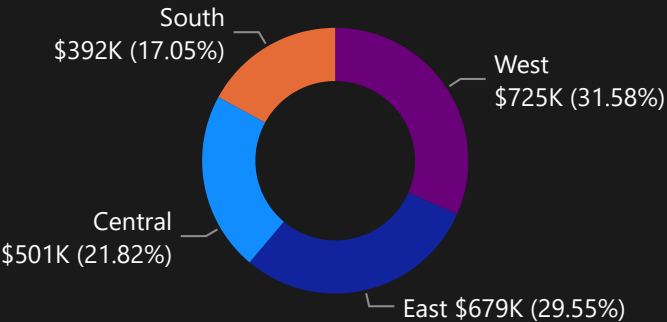
All

- ☐ Alabama
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ District of Columbia
- ☐ Florida
- ☐ Georgia
- ☐ Idaho
- ☐ Illinois
- ☐ Indiana
- ☐ Iowa
- ☐ Kansas
- ☐ Kentucky
- ☐ Louisiana

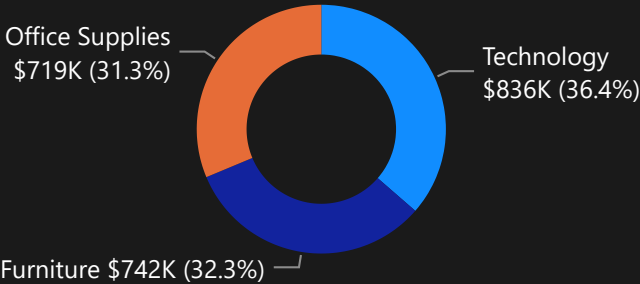
Profit by Segment



Profit by Region

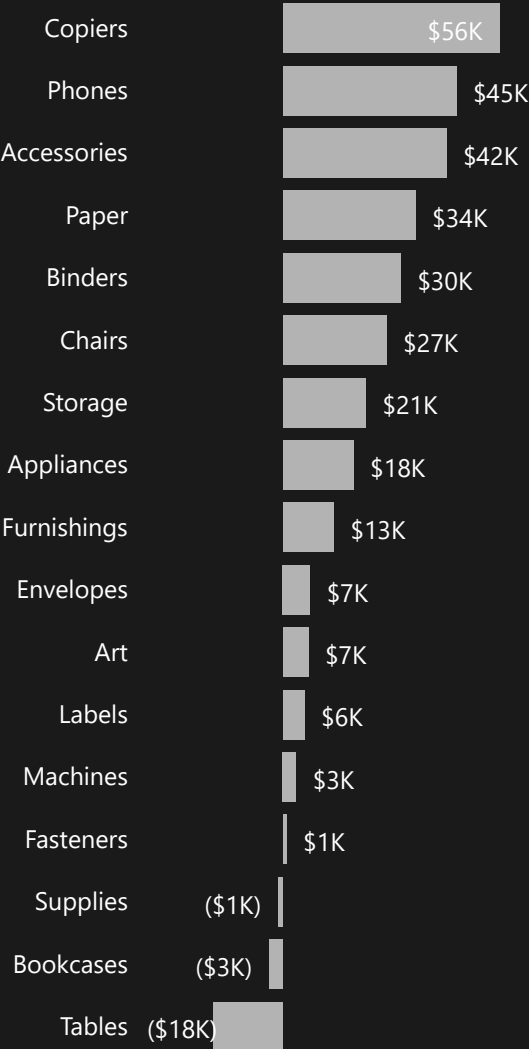


Profit by Category



| Sub-Category | Total Sales | Total Profit | Profit Margin % |
|--------------|-------------|--------------|-----------------|
| Accessories | \$167,380 | \$41,937 | 25% |
| Appliances | \$107,532 | \$18,138 | 17% |
| Art | \$27,119 | \$6,528 | 24% |
| Binders | \$203,413 | \$30,222 | 15% |
| Bookcases | \$114,880 | (\$3,473) | -3% |
| Chairs | \$328,449 | \$26,590 | 8% |
| Copiers | \$149,528 | \$55,618 | 37% |
| Envelopes | \$16,476 | \$6,964 | 42% |
| Fasteners | \$3,024 | \$950 | 31% |
| Furnishings | \$91,705 | \$13,059 | 14% |
| Labels | \$12,486 | \$5,546 | 44% |
| Machines | \$189,239 | \$3,385 | 2% |
| Paper | \$78,479 | \$34,054 | 43% |
| Phones | \$330,007 | \$44,516 | 13% |
| Storage | \$223,844 | \$21,279 | 10% |
| Total | \$2,297,201 | \$286,397 | 12% |

Profit by Sub-Category



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Sales And Profit Overtime



SuperStore

Segment

All

Year

All

State

All

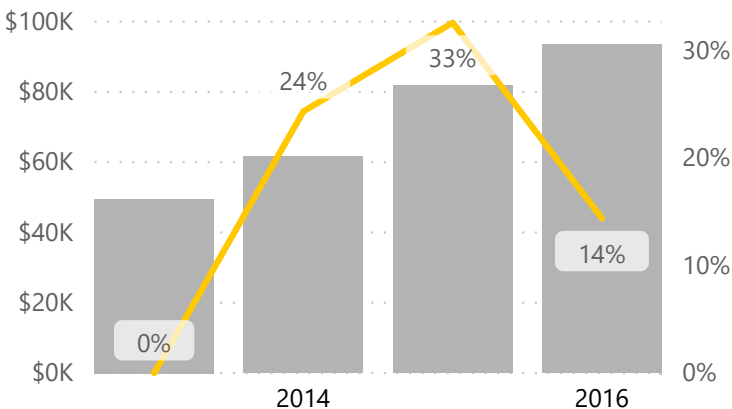
Order Date

1/3/2013

12/30/2016

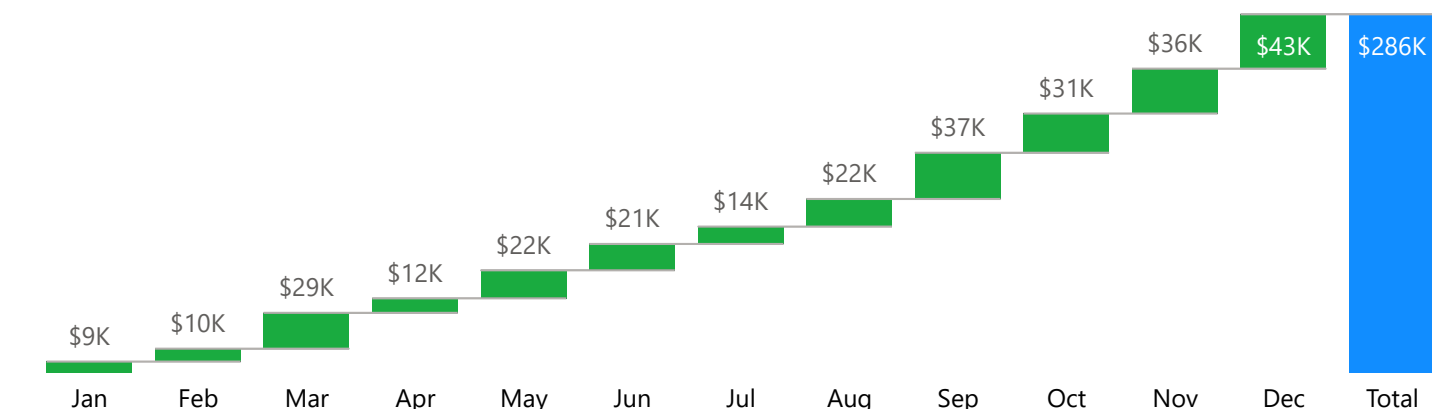
Profit and Y.O.Y % Variance

● Total Profit ● Profit Y.O.Y %



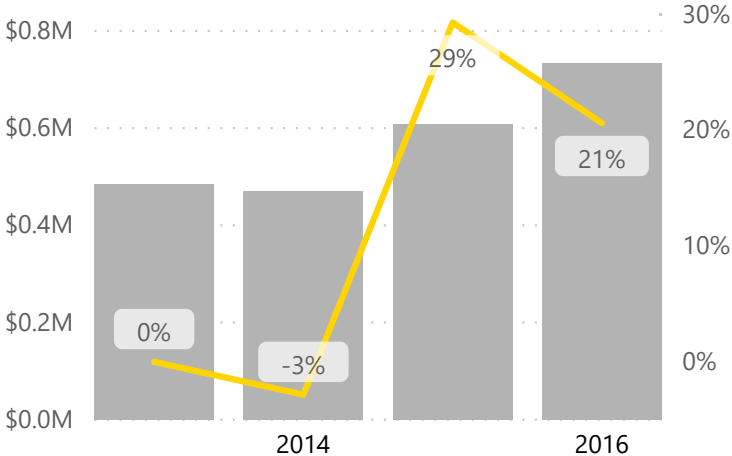
Profit by Month

● Increase ● Decrease ● Total



Sales and Y.O.Y % Variance

● Total Sales ● Y.O.Y %



Sales and M.O.M % Variance

● Total Sales ● M.O.M %

