Mercato *F23*

The Department Store

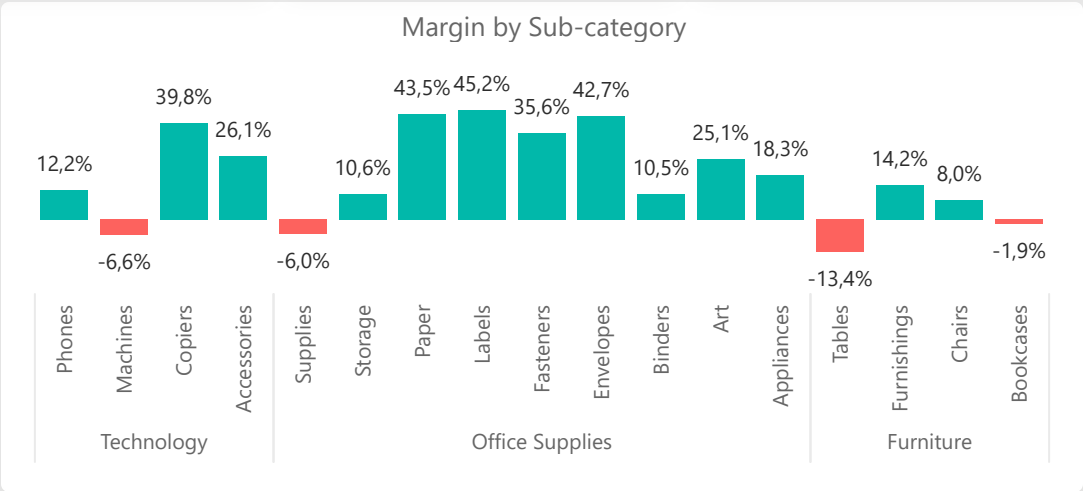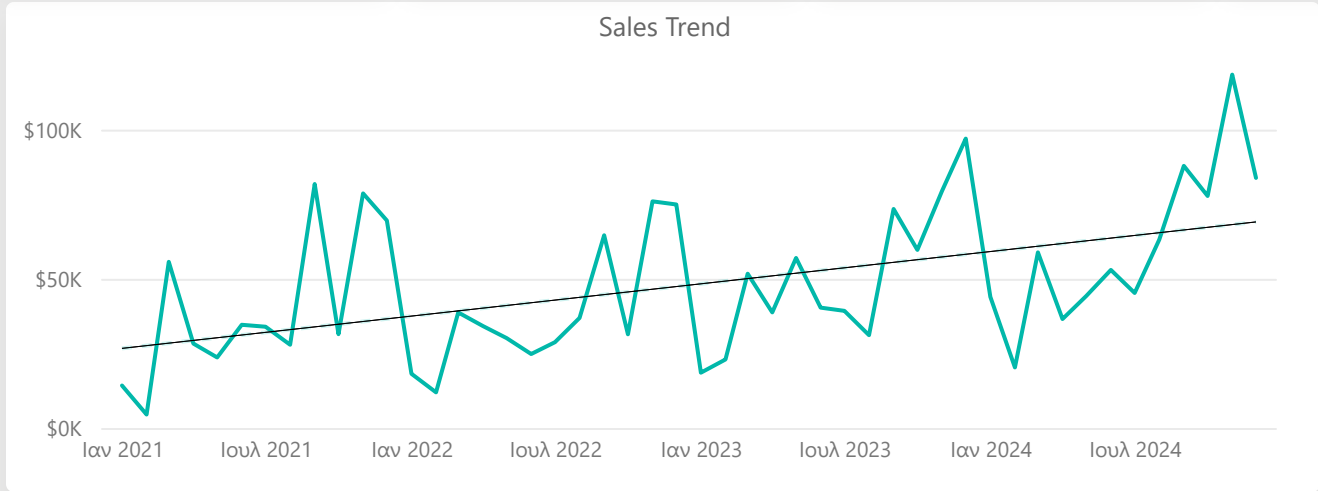## Retail Sales Performance & Customer Insights Dashboard

Multi-year sales, profitability, customer, and seasonal analysis across products, regions, and customer segments

Created by Konstantinos Zachopoulos
Data Source: Tableau *Sample Superstore* (CSV) - synthetic retail dataset adapted for educational and portfolio use (dates shifted for realism)
Original data not redistributed

Sales	Profit	Margin	Orders	Avg Sales per Order	Active Customers
$733,2K	**$93,4K**	**12,7%**	**1687**	**$434,6**	**693**
YoY **20,4%**	YoY **14,2%**	Δ YoY **-0,7%**	YoY **28,3%**	YoY **-6,2%**	YoY **8,6%**

Sales Trend

Margin by Sub-category

Technology: Phones 12,2%, Machines -6,6%, Copiers 39,8%, Accessories 26,1%
Office Supplies: Supplies -6,0%, Storage 10,6%, Paper 43,5%, Labels 45,2%, Fasteners 35,6%, Envelopes 42,7%, Binders 10,5%, Art 25,1%, Appliances 18,3%
Furniture: Tables -13,4%, Furnishings 14,2%, Chairs 8,0%, Bookcases -1,9%

Executive Summary

1. The business shows strong overall growth, with sales and customer activity increasing steadily over time.
2. Profitability remains positive, but margin pressure is visible, indicating that growth is not fully translating into proportional profit gains.
3. Order volumes are expanding faster than average order value, indicating growth is primarily volume-driven rather than price-led.
4. Performance varies significantly across products, customers, and regions, with pockets of negative profitability highlighting efficiency and pricing risks.
5. Stable seasonal patterns provide a reliable baseline for planning, with consistent year-end strength and early-year softness.

Top 10 Products

Product	Sales	Margin %
Canon imageCLASS 2200 Advanced Copier	$35,7K	43,9%
Martin Yale Chadless Opener Electric Letter Opener	$11,8K	-10,4%
GBC DocuBind TL300 Electric Binding System	$10,9K	17,5%
Hewlett Packard LaserJet 3310 Copier	$9,2K	39,2%
Samsung Galaxy Mega 6.3	$9,2K	15,9%
Cubify CubeX 3D Printer Triple Head Print	$8,0K	-48,0%
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	$7,4K	-20,7%
HON 5400 Series Task Chairs for Big and Tall	$7,2K	-8,7%
GBC DocuBind P400 Electric Binding System	$7,1K	16,9%
Lexmark MX611dhe Monochrome Laser Printer	$5,6K	-48,5%

Product Details
Sales & Profitability by Category and Sub-Category

Category: All ▾   Year: All ▾

$2,3M	12,5%	$286,4K	1862
Sales	Margin %	Profit	Selected Products

Sales by Category

$1,0M
$0,5M
$0,0M
Technology · Office Supplies · Furniture

Margin % by Category

20%
15%
10%
5%
0%
Technology · Office Supplies · Furniture

Sales vs Margin %

$300K
$200K
$100K
$0K
0%   20%   40%

Phones, Chairs, Storage, Tables, Machines, Binders, Furnishings, Accessories, Copiers, Paper, Bookcases, Appliances, Art, Fasteners, Supplies, Envelopes, Labels

Sub-Category Performance

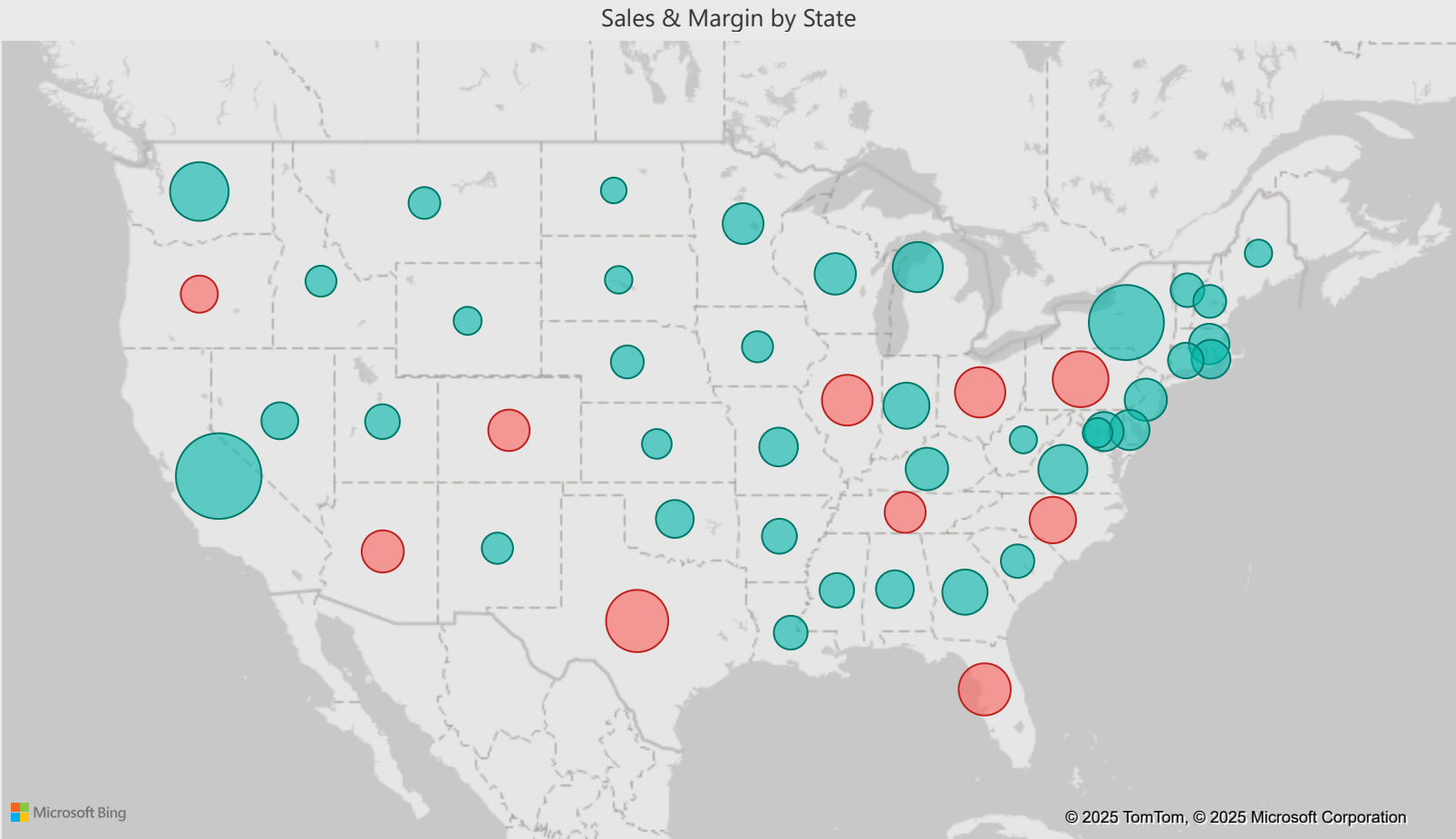| Sub-Category	Sales	Profit	Margin %	Orders
Phones	$330,0K	$44,5K	13,5%	814
Chairs	$328,4K	$26,6K	8,1%	576
Storage	$223,8K	$21,3K	9,5%	777
Tables	$207,0K	($17,7K)	-8,6%	307
Binders	$203,4K	$30,2K	14,9%	1316
Machines	$189,2K	$3,4K	1,8%	112
Accessories	$167,4K	$41,9K	25,1%	718
Copiers	$149,5K	$55,6K	37,2%	68
Bookcases	$114,9K	($3,5K)	-3,0%	224
Appliances	$107,5K	$18,1K	16,9%	451
Furnishings	$91,7K	$13,1K	14,2%	877
Paper	$78,5K	$34,1K	43,4%	1191
Supplies	$46,7K	($1,2K)	-2,5%	187
Art	$27,1K	$6,5K	24,1%	731
Envelopes	$16,5K	$7,0K	42,3%	249
Labels	$12,5K	$5,5K	44,4%	346
Fasteners	$3,0K	$0,9K	31,4%	215
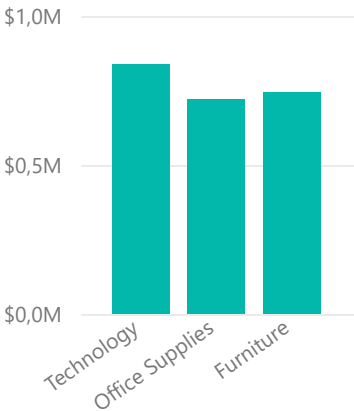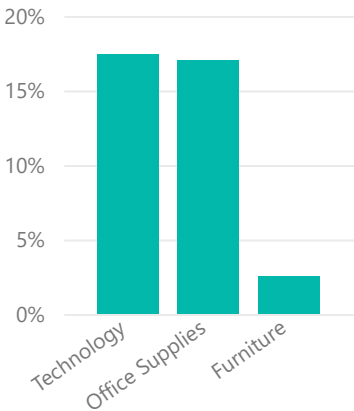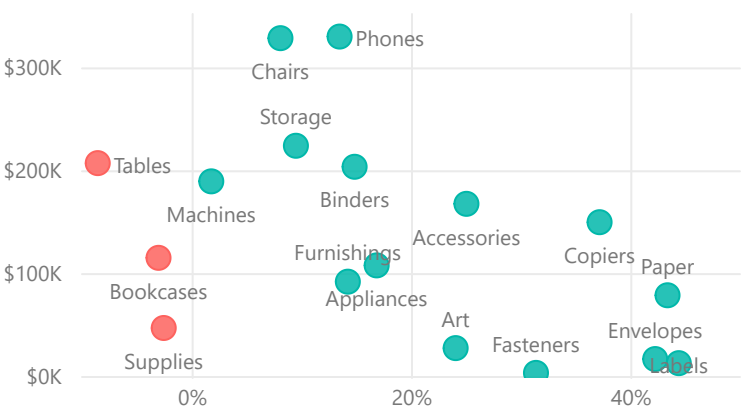
Key Insights

1. Technology and Office Supplies generate strong sales and healthy margins, while Furniture shows similar sales volume but significantly lower profitability, driven by loss-making sub-categories.
2. Tables, Bookcases, and Supplies operate at negative margins, with Tables standing out as the most material issue by combining relatively high sales with consistent losses.
3. Phones and Chairs are the most reliable revenue drivers, combining strong demand with stable profitability.
4. Several top-selling products generate negative margins, indicating pricing or discount practices that undermine profitability at product level.
5. Profit contribution is concentrated in a limited number of sub-categories, while others generate revenue without corresponding profit, revealing an uneven profitability structure.
6. Overall performance is commercially sound, but margin improvement opportunities exist through better product mix decisions and tighter control of loss-making items.

Top 10 Products by Sales

	Sales	Profit	Margin %	Orders
Canon imageCLASS 2200 Advanced Copier	$61,6K	$25,2K	40,9%	5
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	$27,5K	$7,8K	28,2%	10
Cisco TelePresence System EX90 Videoconferencing Unit	$22,6K	($1,8K)	-8,0%	1
HON 5400 Series Task Chairs for Big and Tall	$21,9K	$0,0K	0,0%	8
GBC DocuBind TL300 Electric Binding System	$19,8K	$2,2K	11,3%	11
GBC Ibimaster 500 Manual ProClick Binding System	$19,0K	$0,8K	4,0%	9
Hewlett Packard LaserJet 3310 Copier	$18,8K	$7,0K	37,1%	8
HP Designjet T520 Inkjet Large Format Printer - 24" Color	$18,4K	$4,1K	22,3%	3
GBC DocuBind P400 Electric Binding System	$18,0K	($1,9K)	-10,5%	6
High Speed Automatic Electric Letter Opener	$17,0K	($0,3K)	-1,5%	3

Geography Performance
Sales & Profitability by Region, State, and City

Category: [All ▾]   Year: [All ▾]

Sales & Margin by State

Microsoft Bing
© 2025 TomTom, © 2025 Microsoft Corporation

Margin % by Region & Category

Region	Furniture	Office Supplies	Technology
Central	-1,8%	5,3%	19,8%
East	1,5%	20,0%	17,9%
South	5,8%	15,9%	13,4%
West	4,6%	23,8%	17,6%

Top 15 Cities by Sales

City	Sales	Profit	Margin %	YoY Sales %
New York City	$256,4K	$62,0K	24,2%	51,3%
Los Angeles	$175,9K	$30,4K	17,3%	38,5%
Seattle	$119,5K	$29,2K	24,4%	91,1%
San Francisco	$112,7K	$17,5K	15,5%	49,3%
Philadelphia	$109,1K	($13,8K)	-12,7%	61,6%
Houston	$64,5K	($10,2K)	-15,7%	33,6%
Chicago	$48,5K	($6,7K)	-13,7%	50,3%
San Diego	$47,5K	$6,4K	13,4%	13,5%
Jacksonville	$44,7K	($2,3K)	-5,2%	28,7%
Springfield	$43,1K	$6,2K	14,4%	31,9%
Detroit	$42,4K	$13,2K	31,1%	40,1%
Columbus	$38,7K	$5,9K	15,2%	83,1%
Newark	$28,6K	$5,8K	20,3%	93,5%
Columbia	$25,3K	$5,6K	22,2%	49,8%
Lafayette	$25,0K	$10,0K	40,0%	29,0%

Key Insights

1. Sales and margin performance are broadly balanced between the West and East regions, while Central and South lag behind, particularly in profitability.
2. Loss-making performance is widely distributed across regions, with Texas standing out due to its large sales base combined with negative margins, alongside multiple structurally loss-making states across all regions.
3. Furniture shows persistent margin pressure across all regions, with losses most pronounced in Central, while Office Supplies and Technology perform strongly in the East and West but weaken in Central and South.
4. City-level analysis highlights that high sales do not guarantee profitability, with several major cities operating at negative margins.
5. Overall, geographic performance reveals uneven profitability across regions and cities, suggesting opportunities for targeted regional pricing, cost control, or product-mix adjustments.

Customer Details
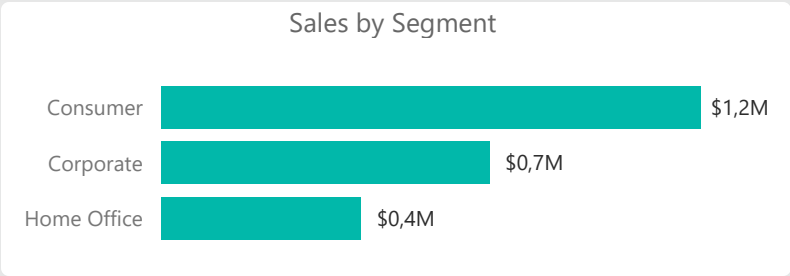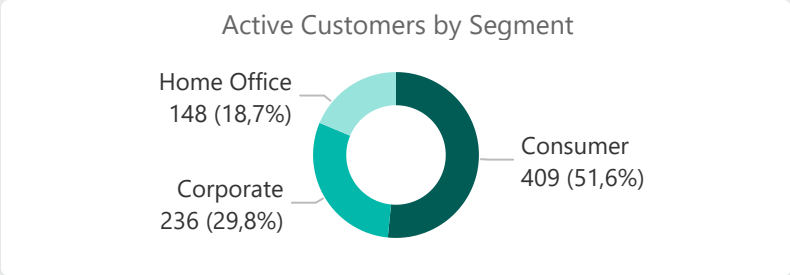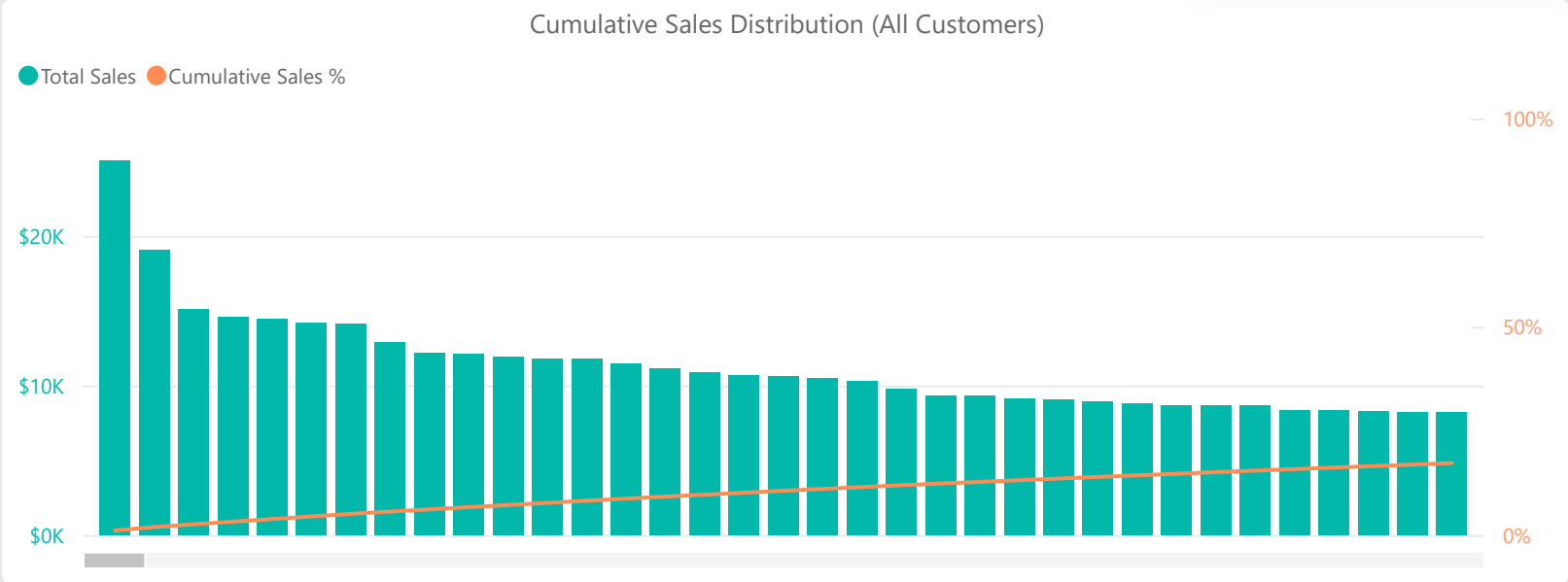Customer value, concentration, and profitability

Segment: All ⌄   Year: All ⌄

793
Active Customers

$2.897
Avg Sales per Customer

$361
Profit per Customer

48,1%
Sales % from Top 20% Customers

Cumulative Sales Distribution (All Customers)

● Total Sales ● Cumulative Sales %

100%

$20K

50%

$10K

$0K

0%

Active Customers by Segment

Home Office
148 (18,7%)

Consumer
409 (51,6%)

Corporate
236 (29,8%)

Sales by Segment

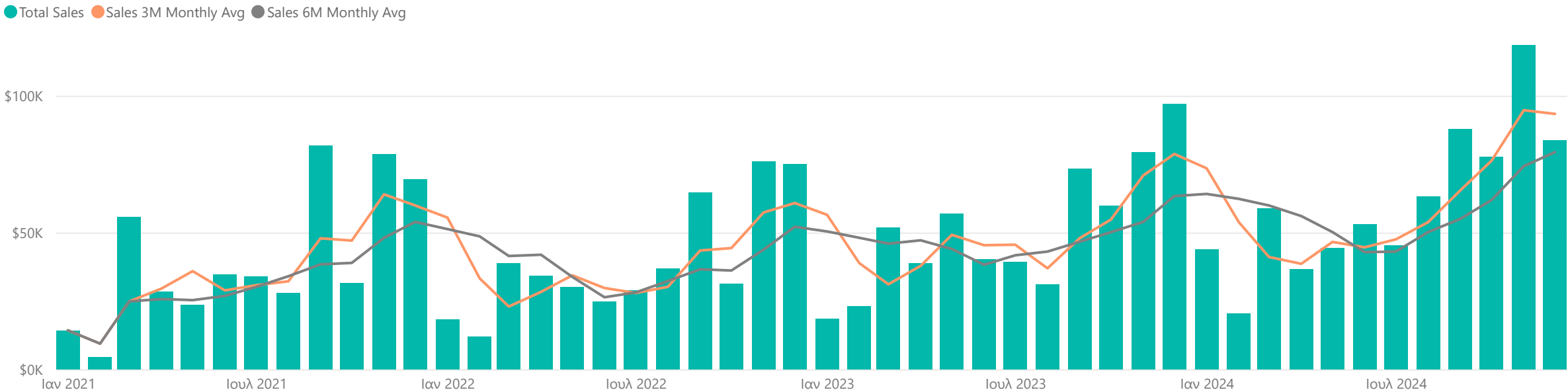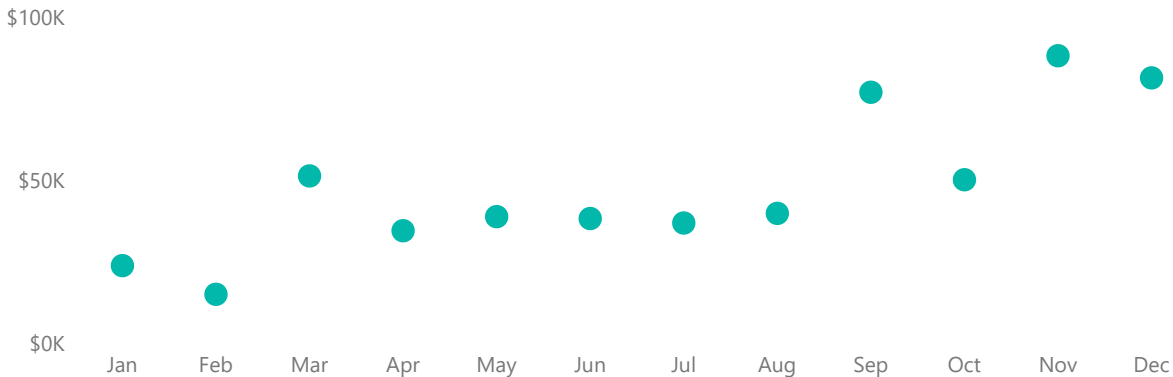|	
Consumer	$1,2M
Corporate	$0,7M
Home Office	$0,4M

Key Insights

1. Customer revenue is moderately concentrated, with a relatively small share of customers generating a disproportionate share of total sales, indicating some dependency risk.
2. The Consumer segment dominates both customer count and revenue contribution, while Corporate and Home Office contribute lower volumes and smaller customer bases.
3. High sales do not consistently translate into profitability: some of the largest customers operate at negative margins, pointing to customer-level pricing or discount issues.
4. Customer profitability varies widely, with margins ranging from negative to high, indicating uneven commercial quality across the customer base.
5. Top customers tend to generate value through repeated purchases rather than one-off transactions.

Top 15 Customers	Sales	Profit	Margin %	Orders
Sean Miller	$25,0K	($2,0K)	-7,9%	5
Tamara Chand	$19,1K	$9,0K	47,1%	5
Raymond Buch	$15,1K	$7,0K	46,1%	6
Tom Ashbrook	$14,6K	$4,7K	32,2%	4
Adrian Barton	$14,5K	$5,4K	37,6%	10
Ken Lonsdale	$14,2K	$0,8K	5,7%	12
Sanjit Chand	$14,1K	$5,8K	40,7%	9
Hunter Lopez	$12,9K	$5,6K	43,7%	6
Sanjit Engle	$12,2K	$2,7K	21,7%	11
Christopher Conant	$12,1K	$2,2K	17,9%	5
Todd Sumrall	$11,9K	$2,4K	19,9%	6
Greg Tran	$11,8K	$2,2K	18,3%	11
Becky Martin	$11,8K	($1,7K)	-14,1%	4
Seth Vernon	$11,5K	$1,2K	10,5%	10
Caroline Jumper	$11,2K	$0,9K	7,7%	8

Trends & Seasonality
Historical patterns and forward-looking signals

Year: All

Sales Trend

● Total Sales ● Sales 3M Monthly Avg ● Sales 6M Monthly Avg

$100K
$50K
$0K

Ιαν 2021   Ιουλ 2021   Ιαν 2022   Ιουλ 2022   Ιαν 2023   Ιουλ 2023   Ιαν 2024   Ιουλ 2024

Average Monthly Sales (Seasonality)

$100K
$50K
$0K

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Key Insights

1. Sales exhibit a clear upward trajectory over time, indicating sustained growth rather than short-term volatility.
2. Short-term moving averages fluctuate around the long-term trend, mainly reflecting the sharp post-holiday drop in early months rather than signaling structural trend reversals.
3. A strong and recurring seasonal pattern is evident, with significantly weaker performance in January-February, a temporary rebound in March, and a pronounced uplift from September through December.
4. End-of-year months consistently outperform the rest of the year, suggesting demand concentration around Q4 rather than evenly distributed growth.
5. These stable and repeatable patterns indicate that historical seasonality provides a reliable baseline for short-term planning, assuming no major structural changes in demand or pricing dynamics.