

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

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

Sales

\$733,2K

YoY

20.4%

Profit

\$93,4K

YoY

14.2%

Margin

12.7%

Δ YoY

-0.7%

Orders

1687

YoY

28.3%

Avg Sales per Order

\$434,6

YoY

-6.2%

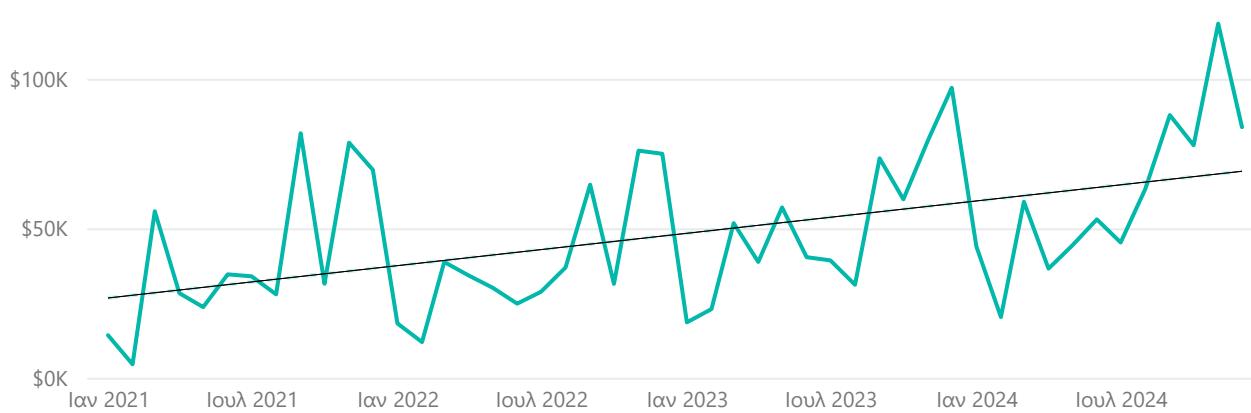
Active Customers

693

YoY

8.6%

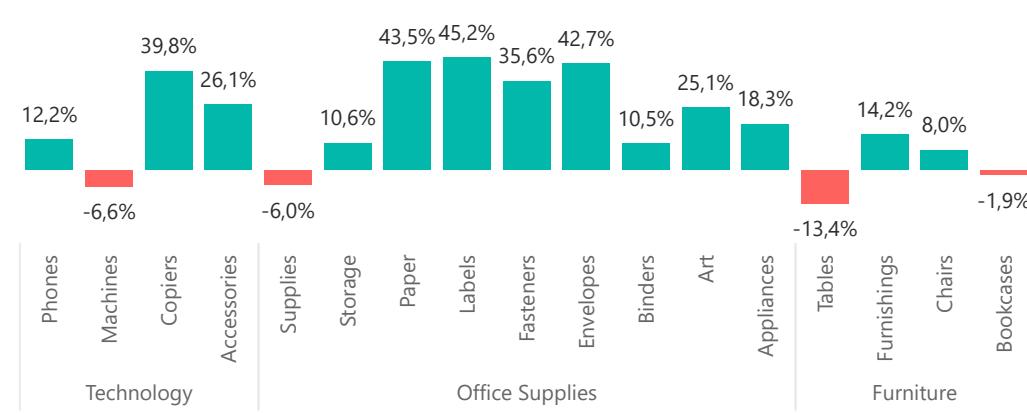
Sales Trend



Executive Summary

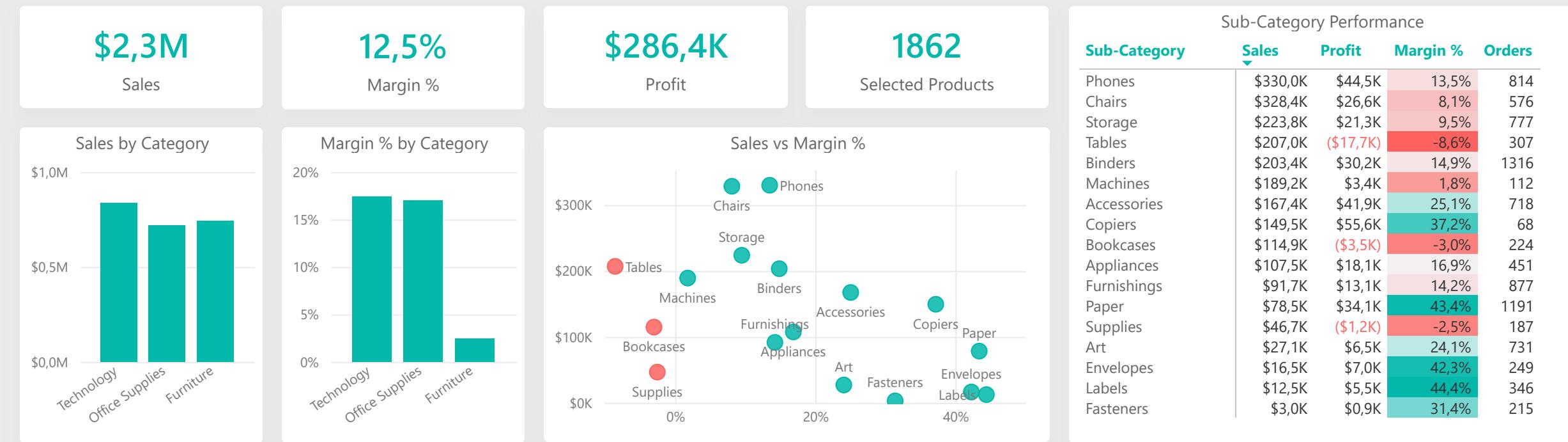
- The business shows strong overall growth, with sales and customer activity increasing steadily over time.
- Profitability remains positive, but margin pressure is visible, indicating that growth is not fully translating into proportional profit gains.
- Order volumes are expanding faster than average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

Margin by Sub-category



Top 10 Products

	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%

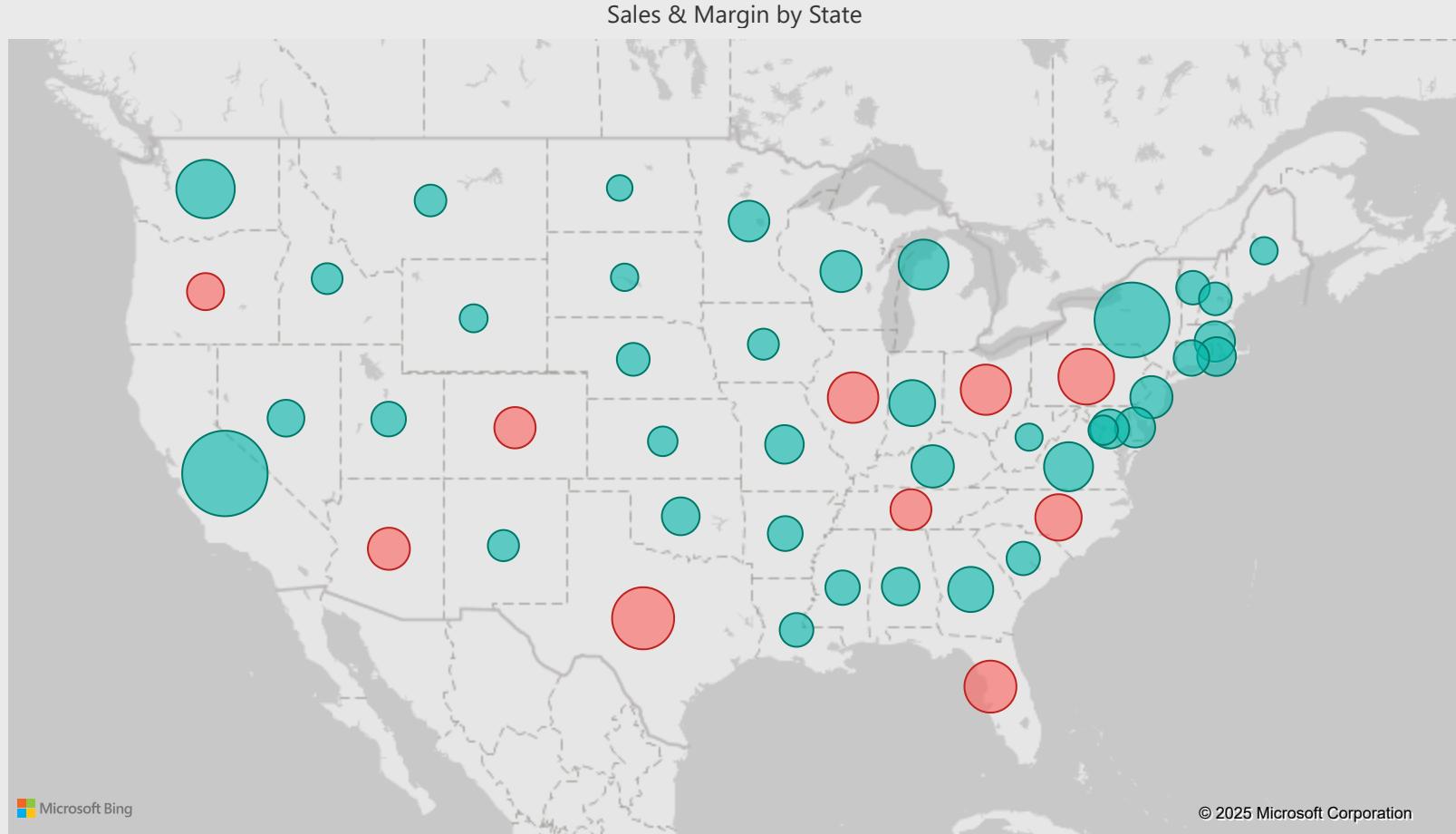


Key Insights

- 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.
- 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.
- Phones and Chairs are the most reliable revenue drivers, combining strong demand with stable profitability.
- Several top-selling products generate negative margins, indicating pricing or discount practices that undermine profitability at product level.
- Profit contribution is concentrated in a limited number of sub-categories, while others generate revenue without corresponding profit, revealing an uneven profitability structure.
- 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
HP Designjet T520 Inkjet Large Format Printer - 24" Color	\$18,4K	\$4,1K	22,3%	3
HON 5400 Series Task Chairs for Big and Tall	\$21,9K	\$0,0K	0,0%	8
High Speed Automatic Electric Letter Opener	\$17,0K	(\$0,3K)	-1,5%	3
Hewlett Packard LaserJet 3310 Copier	\$18,8K	\$7,0K	37,1%	8
GBC Ibimaster 500 Manual ProClick Binding System	\$19,0K	\$0,8K	4,0%	9
GBC DocuBind TL300 Electric Binding System	\$19,8K	\$2,2K	11,3%	11
GBC DocuBind P400 Electric Binding System	\$18,0K	(\$1,9K)	-10,5%	6
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
Canon imageCLASS 2200 Advanced Copier	\$61,6K	\$25,2K	40,9%	5



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

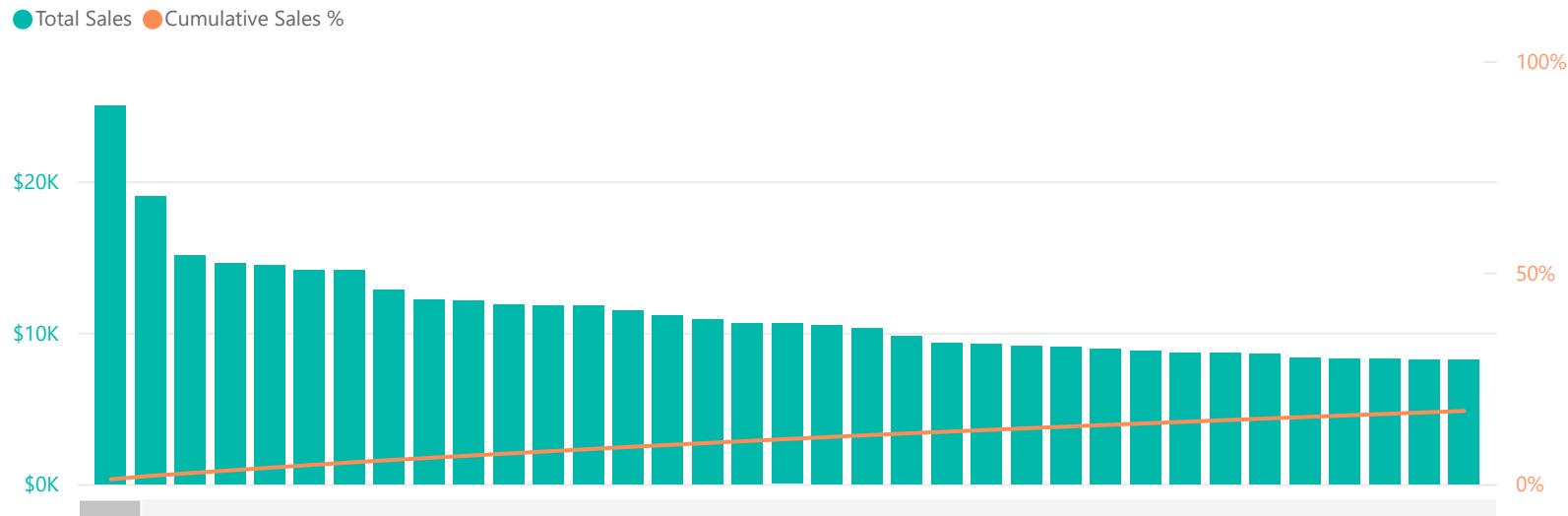
\$361

Profit per Customer

48,1%

Sales % from Top 20% Customers

Cumulative Sales Distribution (All Customers)



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.

Active Customers by Segment



Sales by Segment

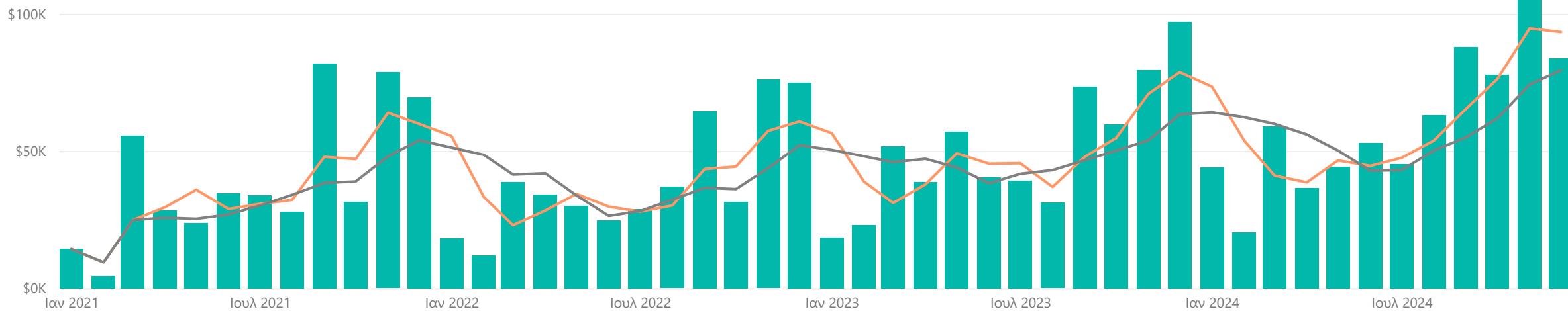


Top 15 Customers

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

Sales Trend

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



Average Monthly Sales (Seasonality)



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.