



Year

2017
2018
2019

StoreType

CORE
DIGITAL
LOCAL

Department

Clothing
Electronics
Garage
Kitchen

in



Financial Analysis

Overview

Store & Product

Actual Sales \$

\$1.39bn ✓
PY Sales: \$1.33bn
(+4.17%)

Actual Target \$

\$1.26bn ✓
PY Target: 1.24bn
(+1.48%)

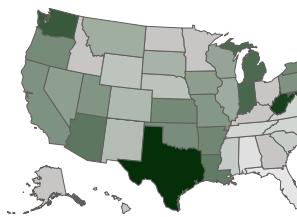
Gross Margin \$

\$765.42M ✓
PY Sales: 721.34M
(+6.11%)

Cost of Sales \$

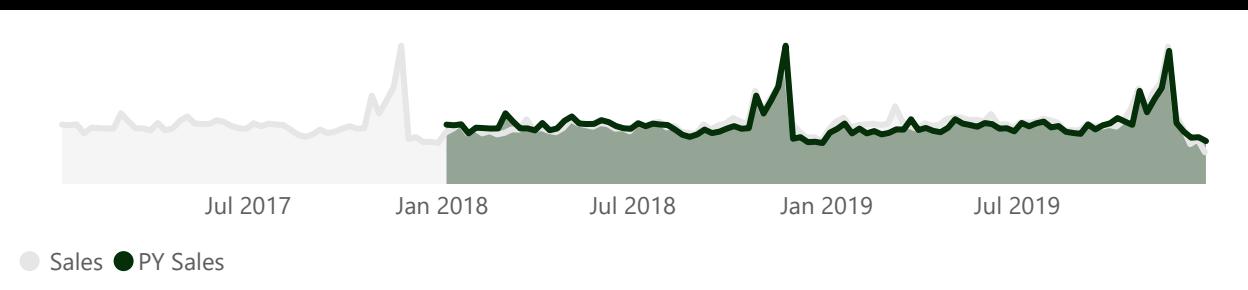
\$621.77M ✓
PY Sales: 610.28M
(+1.88%)

Top 7 States By Sales



Texas		\$0.22bn
West Virginia		\$0.20bn
Connecticut		\$0.18bn
Washington		\$0.17bn
Rhode Island		\$0.16bn
Indiana		\$0.16bn
Maryland		\$0.15bn

Timeline



Breakdown

	06/01/2017	13/01/2017	20/01/2017	27/01/2017	03/02/2017	10/02/2017
Total Sales	\$25,499,425.61	\$25,334,392.29	\$25,578,801.94	\$23,135,478.90	\$24,678,250.84	\$25,000,000.00
Target Sales	\$24,029,613.25	\$23,886,285.60	\$24,126,680.02	\$21,792,145.78	\$23,218,918.79	\$24,000,000.00
Cost of Sales	\$11,399,693.87	\$11,325,647.31	\$11,430,077.60	\$10,346,708.47	\$11,036,458.82	\$11,500,000.00
Gross Margin	\$14,099,731.74	\$14,008,744.98	\$14,148,724.34	\$12,788,770.44	\$13,641,792.02	\$12,500,000.00
Gross Margin %	55.20%	55.20%	55.21%	55.22%	55.22%	55.20%



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Financial Analysis

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Top Best Selling Products

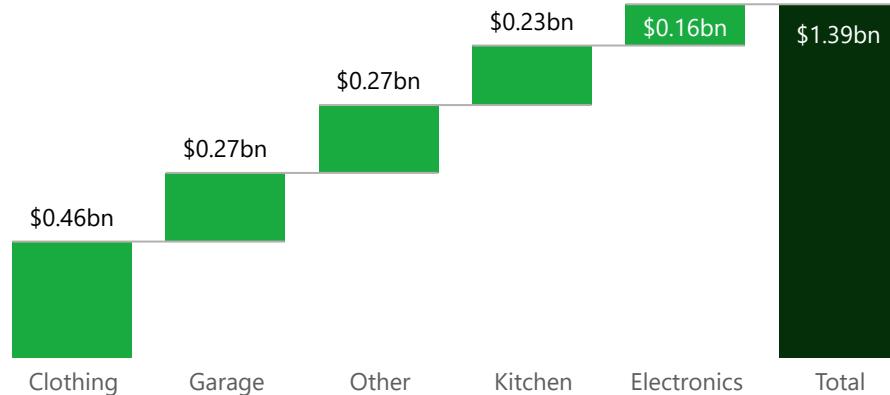
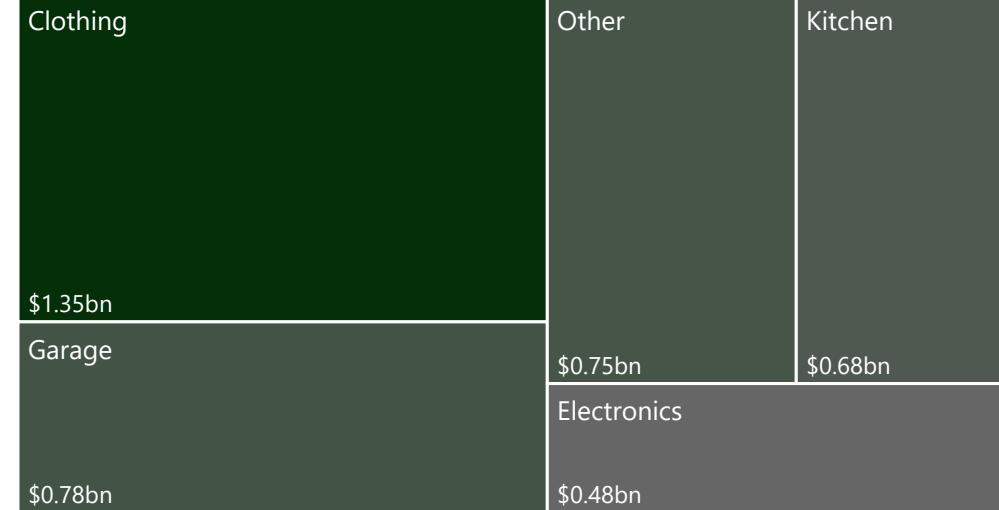
Group & Dept	Department	Sales	PY Sales	YOY Sales
Assorted Food: Other	Other	\$134,815,827.04	\$86,560,689.83	\$48,245,137.21
Boys: Clothing	Clothing	\$146,483,837.46	\$101,221,925.02	\$45,261,912.44
Laptops: Electronics	Electronics	\$147,125,795.45	\$97,574,989.71	\$49,546,806.74
Sports: Clothing	Clothing	\$162,038,841.32	\$114,534,771.18	\$47,504,070.14
Girls: Clothing	Clothing	\$171,824,231.12	\$111,949,746.29	\$59,874,484.83
Accessories: Clothing	Clothing	\$202,541,080.03	\$130,876,275.62	\$71,664,804.41
Bicycle Storage: Garage	Garage	\$206,501,679.11	\$122,066,170.15	\$84,435,508.96

Worst Selling Products

Group & Dept	Department	Sales	PY Sales	YOY Sales
Projectors: Electronics	Electronics	\$4,262,856.50	\$2,792,134.83	\$1,470,721.67
Mobile Phones: Electronics	Electronics	\$9,892,665.25	\$6,444,671.68	\$3,448,093.57
Misc: Other	Other	\$4,627,354.45	\$2,997,972.97	\$1,629,381.48
Misc: Kitchen	Kitchen	\$2,709.46	\$1,575.86	\$1,133.60
Misc: Garage	Garage	\$7,556,076.18	\$4,837,567.09	\$2,718,509.09
Food Storage: Kitchen	Kitchen	\$10,761,712.13	\$7,511,475.46	\$3,250,236.67
Cutlery: Kitchen	Kitchen	\$14,906,784.19	\$10,238,302.05	\$4,668,482.14

Breakdown of Products over the Years

YOY Sales Growth by Department


 Increase
 Decrease
 Total


in