



Year

2017

2018

2019

StoreType

CORE

DIGITAL

LOCAL

Department

Clothing

Electronics

Garage

Kitchen

in



## Financial Analysis

Overview

Store &amp; 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%)

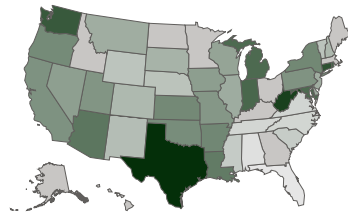
Cost of Sales \$

\$621.77M✓

PY Sales: 610.28M

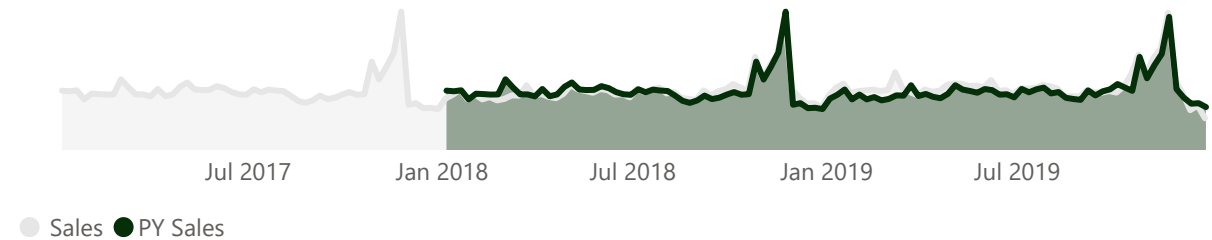
(+1.88%)

## 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 | \$25,123,456.78 |
| Target Sales   | \$24,029,613.25 | \$23,886,285.60 | \$24,126,680.02 | \$21,792,145.78 | \$23,218,918.79 | \$24,567,890.12 |
| Cost of Sales  | \$11,399,693.87 | \$11,325,647.31 | \$11,430,077.60 | \$10,346,708.47 | \$11,036,458.82 | \$11,234,567.89 |
| Gross Margin   | \$14,099,731.74 | \$14,008,744.98 | \$14,148,724.34 | \$12,788,770.44 | \$13,641,792.02 | \$13,888,888.89 |
| Gross Margin % | 55.30%          | 55.30%          | 55.31%          | 55.28%          | 55.28%          | 55.28%          |



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Overview



Store &amp; Product

## Top Best Selling Products

| Group & Dept            | Department  | Sales            | PY Sales         | YOY Sale |
|-------------------------|-------------|------------------|------------------|----------|
| Assorted Food: Other    | Other       | \$134,815,827.04 | \$86,560,689.83  | \$4      |
| Boys: Clothing          | Clothing    | \$146,483,837.46 | \$101,221,925.02 | \$4      |
| Laptops: Electronics    | Electronics | \$147,125,795.45 | \$97,574,989.71  | \$4      |
| Sports: Clothing        | Clothing    | \$162,038,841.32 | \$114,534,771.18 | \$4      |
| Girls: Clothing         | Clothing    | \$171,824,231.12 | \$111,949,746.29 | \$5      |
| Accessories: Clothing   | Clothing    | \$202,541,080.03 | \$130,876,275.62 | \$7      |
| Bicycle Storage: Garage | Garage      | \$206,504,678.11 | \$122,966,470.45 | \$7      |

## Worst Selling Products

| Group & Dept               | Department  | Sales           | PY Sales        | YOY Sale |
|----------------------------|-------------|-----------------|-----------------|----------|
| Projectors: Electronics    | Electronics | \$4,262,856.50  | \$2,792,134.83  | \$1,     |
| Mobile Phones: Electronics | Electronics | \$9,892,665.25  | \$6,444,671.68  | \$3,     |
| Misc: Other                | Other       | \$4,627,354.45  | \$2,997,972.97  | \$1,     |
| Misc: Kitchen              | Kitchen     | \$2,709.46      | \$1,575.86      |          |
| Misc: Garage               | Garage      | \$7,556,076.18  | \$4,837,567.09  | \$2,     |
| Food Storage: Kitchen      | Kitchen     | \$10,761,712.13 | \$7,511,475.46  | \$3,     |
| Cutlery: Kitchen           | Kitchen     | \$14,906,784.19 | \$10,238,302.05 | \$4,     |

## Breakdown of Products over the Years

## YOY Sales Growth by Department

