

# Dashboard Report

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## Sales & Profitability Dashboard Report

### 1. Executive Summary

The dashboard provides a comprehensive overview of sales performance, purchasing efficiency, vendor and brand contribution, and profitability. Overall performance is strong, with healthy gross profit and margin levels. However, the analysis also highlights concentration risk among top vendors and brands, along with a few underperforming vendors and brands that require attention.

### 2. Key Performance Indicators (KPIs)

- Total Sales: 441.41M**
- Total Purchase: 307.34M**
- Gross Profit: 134.07M**
- Profit Margin: 38.72%**
- Unsold Capital: 2.71M**

#### Insight:

The business maintains a strong profit margin close to 39%, indicating effective pricing and cost control. Unsold capital is relatively low compared to total sales, suggesting efficient inventory management with limited capital blockage.

### **3. Purchase Contribution Analysis**

The purchase contribution is dominated by a few major vendors:

- **Diageo North America:** ~24.8%
- **Martignetti Companies:** ~12.6%
- **Pernod Ricard USA:** ~11.8%
- **Jim Beam Brands Company:** ~11.6%
- **Bacardi USA Inc:** ~8.6%

#### **Insight:**

Purchases are highly concentrated among top vendors, which improves bargaining power but also introduces dependency risk if supply issues occur.

### **4. Top Vendors by Sales**

The leading vendors by sales are:

- **Diageo North America:** 68M
- **Martignetti Companies:** 39M
- **Pernod Ricard USA:** 32M
- **Jim Beam Brands:** 31M
- **Bacardi USA Inc:** 25M

#### **Insight:**

Diageo North America significantly outperforms other vendors, contributing the highest sales volume. The sharp drop after the top vendor suggests sales concentration.

### **5. Top Brands by Sales**

Top-performing brands include:

- **Jack Daniel's:** 8.0M
- **Tito's Handmade Vodka:** 7.4M
- **Grey Goose Vodka:** 7.2M
- **Captain Morgan:** 6.4M
- **Absolut Vodka:** 6.2M

#### **Insight:**

Premium and globally recognized brands dominate sales, indicating strong customer preference and brand loyalty in the portfolio.

### **6. Low Performing Vendors**

Vendors with comparatively lower performance scores include:

- **Alisa Carr Beverages:** 0.62
- **Highland Wine Merchants:** 0.71
- **Park Street Imports:** 0.75
- **Circa Wines:** 0.76

### **Insight:**

These vendors contribute less effectively to overall performance and may require renegotiation, performance reviews, or reduced dependency.

## **7. Low Performing Brands Analysis**

The scatter plot highlights several brands with:

- Low total sales
- Low or inconsistent profit margins

### **Insight:**

While some low-performing brands show acceptable margins, their sales volume remains weak. Others exhibit both low sales and low margins, making them candidates for discontinuation or strategic repositioning.

## **8. Key Business Insights**

- Strong profitability with efficient cost management.
- Sales and purchases are concentrated among a small group of vendors and brands.
- A few vendors and brands underperform and affect overall portfolio efficiency.
- Low unsold capital reflects good inventory turnover.

## **9. Recommendations**

- 1. Diversify Vendor Base:** Reduce dependency on top vendors to mitigate supply risk.
- 2. Vendor Performance Review:** Re-evaluate contracts with low-performing vendors.
- 3. Brand Portfolio Optimization:**
  - Promote high-margin brands with moderate sales.
  - Consider discontinuing consistently low-performing brands.
- 4. Inventory Strategy:** Continue current inventory practices to maintain low unsold capital.
- 5. Growth Focus:** Invest marketing efforts in top brands to further boost revenue.