



REPORT OVERVIEW

31 December 2022

Latest Update

\$713.39M

Total Sales

\$375.4M

Total Cost

\$337.99M

Total Profit

Year, Month, Day

Multiple selections

Sales Channel

Multiple selections

county

All

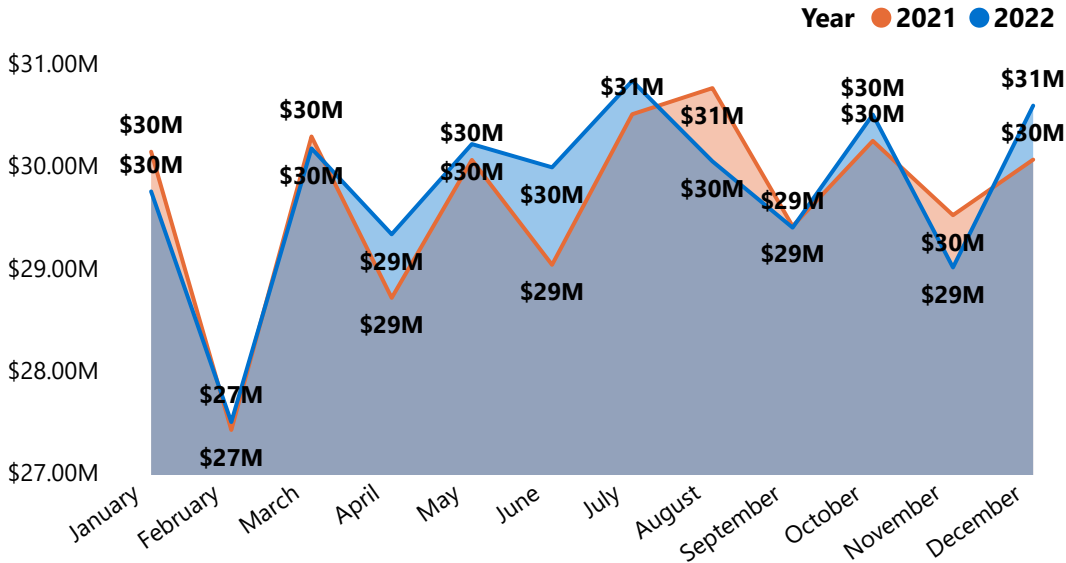
Region

All

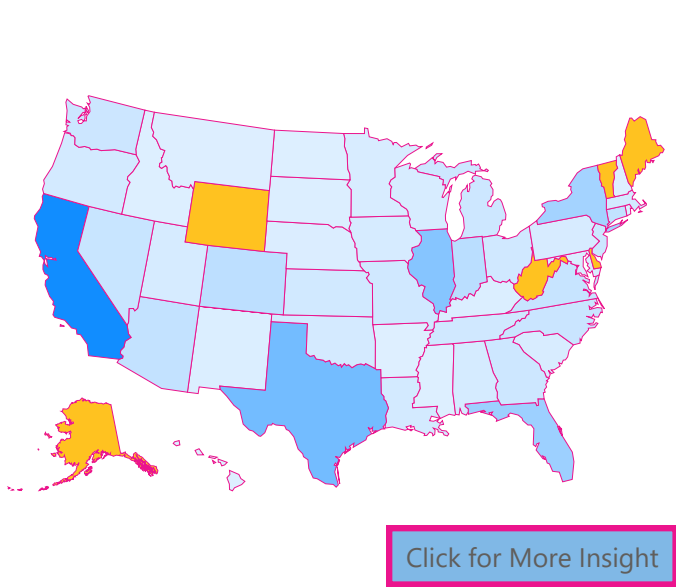
Geography

All

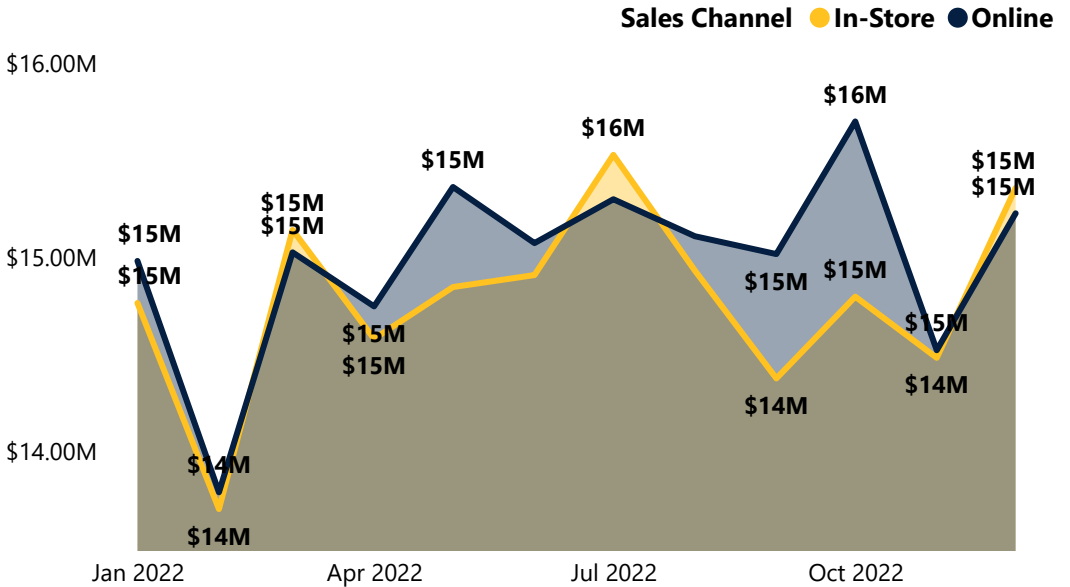
Sales Performance YOY



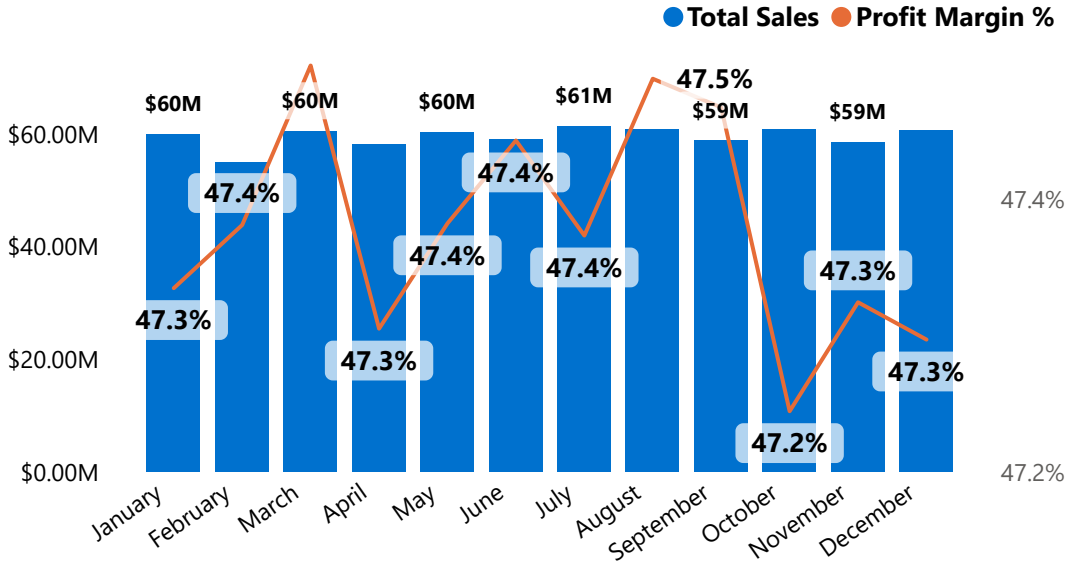
Total Sales & Total Profit State Map



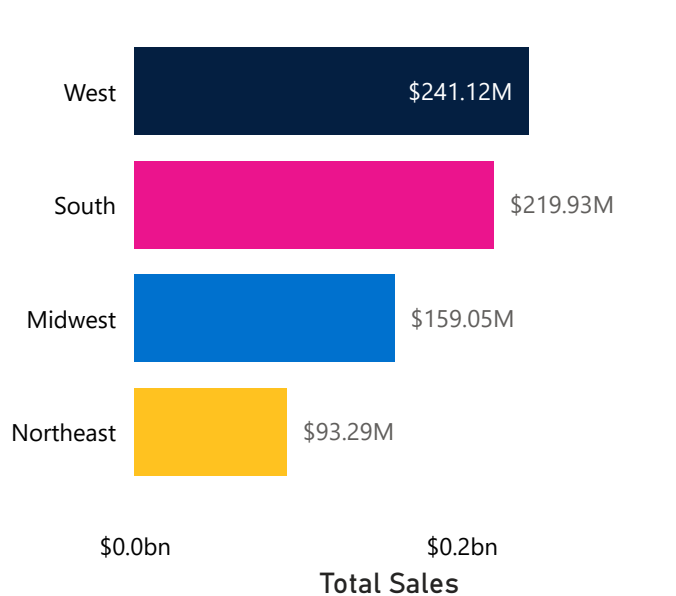
Sales Channel Performance YOY



Profit Analysis



Regional Sales Performance



Top 10 Ranking Product Categories

| | | | | | |
|------------------|---------------|--------------|-------------|-----------|-----------|
| Phones | Clocks | Collectibles | Wall Frames | Bedr... | Platt... |
| \$18.2M | \$17.11M | \$16.78M | \$16.53M | | |
| Dining Furniture | Candleholders | Bar Tools | Sculptures | | |
| \$17.19M | \$16.86M | \$16.66M | \$16.26M | \$16.0... | \$16.0... |

Bottom 10 Ranking Product Categories

| | | | | | |
|-----------|-------------|-------------------|-------------|-----------|-----------|
| Pendants | Festive | Furniture Cush... | Floor Lamps | Blan... | Outd... |
| \$14.25M | \$14.17M | \$14.13M | \$13.72M | | |
| Computers | Accessories | Bathroom Fur... | Mirrors | | |
| \$14.21M | \$14.16M | \$13.77M | \$13.57M | \$13.2... | \$13.0... |

Sales Team Details

| | | | |
|--------------|----------------|----------|---------|
| 13 | Todd Roberts | Illinois | Midwest |
| Salesteam... | Sales Team | state | Region |
| 5 | Stephen Payne | Illinois | Midwest |
| Salesteam... | Sales Team | state | Region |
| 18 | Shawn Walla... | Illinois | Midwest |
| Salesteam... | Sales Team | state | Region |
| 7 | Shawn Cook | Illinois | Midwest |
| Salesteam... | Sales Team | state | Region |
| 21 | Samuel Fowler | Illinois | Midwest |
| Salesteam... | Sales Team | state | Region |

Year, Month, Day

All

Sales Channel

All

county

All

Region

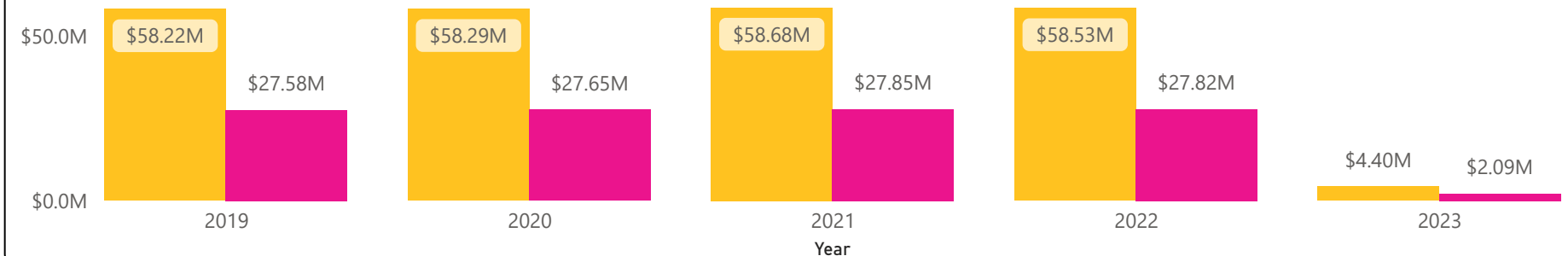
All

Geography

All

Sales Value & Profit Margin Growth by Year

Sales Value Profit Margin



Sales Channel Analysis

| Sales Channel | Sum of Order qty | Sum of Total Sales | Sum of Total cost | Sum of Margin | Profit Margin % | YTD_Sales |
|--|------------------|-------------------------|-------------------------|-------------------------|-----------------|---------------------|
| <input checked="" type="checkbox"/> In-Store | 116780 | \$63,335,983.74 | \$33,209,808.24 | \$30,126,175.50 | 48% | 1,135,515.54 |
| Platters | 4896 | \$3,168,726.84 | \$1,654,619.85 | \$1,514,106.98 | 48% | 28,886.47 |
| Rugs | 3888 | \$2,467,893.04 | \$1,303,441.82 | \$1,164,451.22 | 47% | 33,702.07 |
| Candles | 3840 | \$1,933,100.22 | \$1,013,144.65 | \$919,955.57 | 48% | 44,341.47 |
| Serveware | 3552 | \$1,882,374.60 | \$994,570.19 | \$887,804.41 | 47% | 23,070.17 |
| Pendants | 2880 | \$1,852,556.64 | \$974,246.77 | \$878,309.87 | 47% | 20,720.97 |
| Outdoor Furniture | 3448 | \$1,819,395.24 | \$943,718.87 | \$875,676.37 | 48% | 42,441.45 |
| Table Linens | 3072 | \$1,832,315.20 | \$957,568.66 | \$874,746.54 | 48% | 35,517.06 |
| Clocks | 2976 | \$1,812,646.07 | \$949,064.48 | \$863,581.59 | 48% | 26,175.92 |
| Cocktail Glasses | 3420 | \$1,801,652.24 | \$947,607.31 | \$854,044.93 | 47% | 23,914.63 |
| Dinnerware | 3264 | \$1,753,828.91 | \$923,327.73 | \$830,501.18 | 47% | 28,594.72 |
| Audio | 3216 | \$1,751,957.44 | \$929,541.04 | \$822,416.39 | 47% | 52,081.12 |
| Ornaments | 2400 | \$1,660,013.63 | \$872,221.75 | \$787,791.88 | 47% | 28,504.23 |
| Collectibles | 2912 | \$1,665,961.31 | \$880,845.72 | \$785,115.59 | 47% | 43,771.64 |
| Phones | 2688 | \$1,623,721.44 | \$854,648.49 | \$769,072.95 | 47% | 24,846.15 |
| Candleholder | 2688 | \$1,570,338.65 | \$804,898.85 | \$765,439.80 | 49% | 25,833.83 |
| Total | 444840 | \$238,117,061.92 | \$125,126,362.12 | \$112,990,699.81 | 47% | 4,397,857.00 |

State / County Store analysis

| State | Sum of Total Sales | Total Profit | Average of median_income |
|--|-------------------------|-------------------------|--------------------------|
| <input checked="" type="checkbox"/> Illinois | \$238,117,061.92 | \$112,990,699.81 | \$63,757.20 |
| Winnebago County/Ogle County | \$7,888,699.15 | \$3,749,590.13 | \$38,716.00 |
| Winnebago County | \$7,981,586.61 | \$3,803,364.07 | \$40,391.00 |
| Will County/DuPage County | \$5,308,729.32 | \$2,507,276.97 | \$109,468.00 |
| Sangamon County | \$14,485,641.68 | \$6,883,988.72 | \$49,896.50 |
| Peoria County | \$15,043,976.42 | \$7,098,704.30 | \$43,796.50 |
| Kendall County/Will County | \$8,863,080.89 | \$4,202,110.71 | \$60,976.00 |
| Kendall County/Kane County/Will County/DuPage County | \$8,178,990.20 | \$3,871,550.90 | \$63,090.00 |
| Kane County | \$16,907,107.94 | \$8,029,093.16 | \$56,703.00 |
| DuPage County | \$51,652,169.36 | \$24,469,010.66 | \$80,870.83 |
| Cook County/Kane County | \$10,757,059.93 | \$5,072,687.34 | \$60,499.00 |
| Cook County/DuPage County | \$7,501,505.87 | \$3,565,214.76 | \$48,522.00 |
| Total | \$238,117,061.92 | \$112,990,699.81 | \$63,757.20 |