

Retail Profitability Diagnostic

Date

1/1/2022

9/30/2023

Store Location

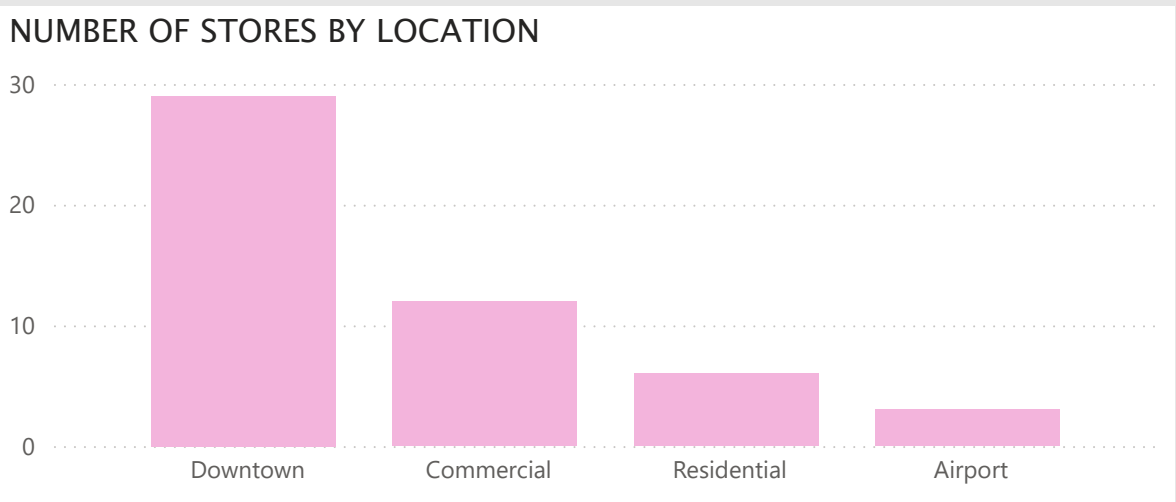
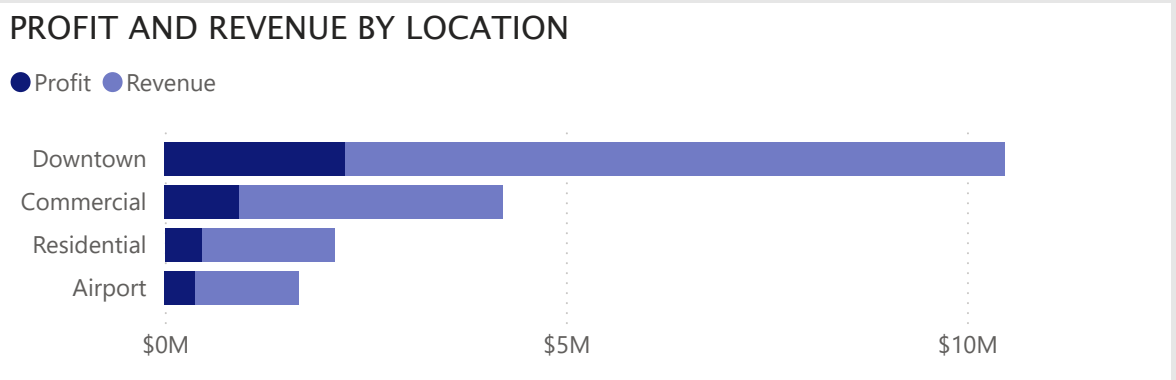
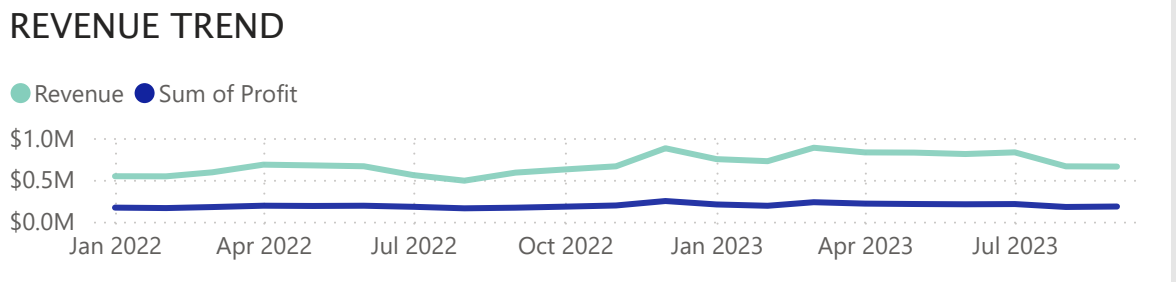
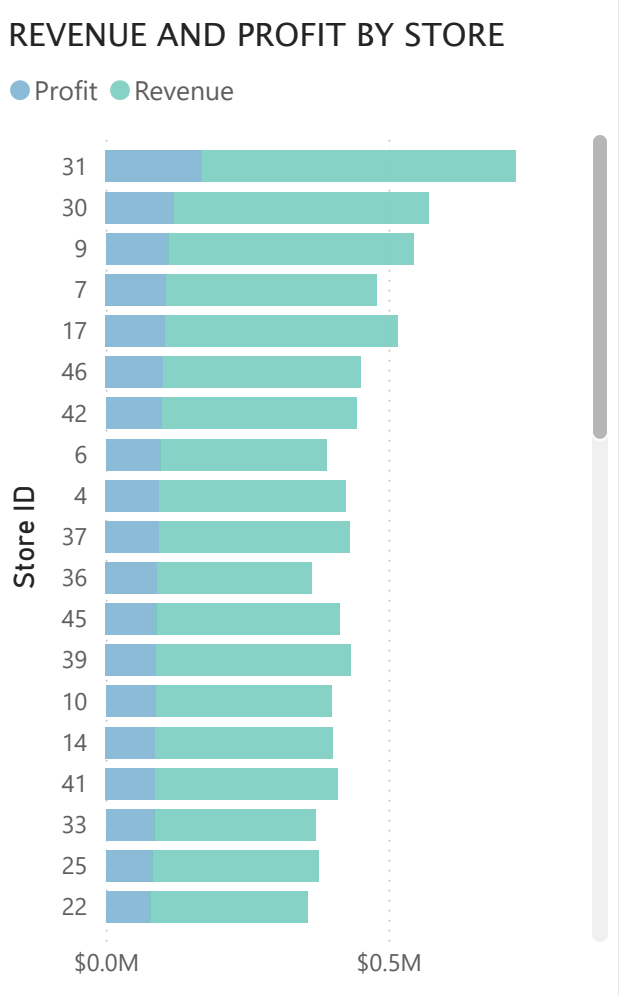
All

STOCK	SOLD UNITS	TOTAL REVENUE	TOTAL PROFIT	PROFIT MARGIN
30K	1M	\$14.44M	\$4.01M	28%



REVENUE VS PROFIT BY PRODUCT

Product Name	Total Revenue	Profit
Lego Bricks	\$2,388,882.63	\$298,685
Colorbuds	\$1,564,476.32	\$834,944
Magic Sand	\$968,962.02	\$121,196
Action Figure	\$926,748.42	\$347,748
Rubik's Cube	\$912,983.28	\$91,344
Deck Of Cards	\$587,397.66	\$252,102
Splash Balls	\$541,629.52	\$60,248
Nerf Gun	\$530,594.57	\$132,715
Animal Figures	\$507,766.11	\$117,267



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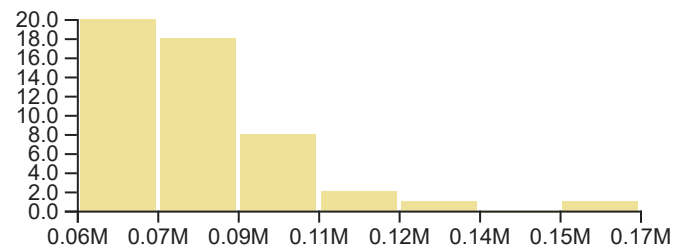
Store Location

All

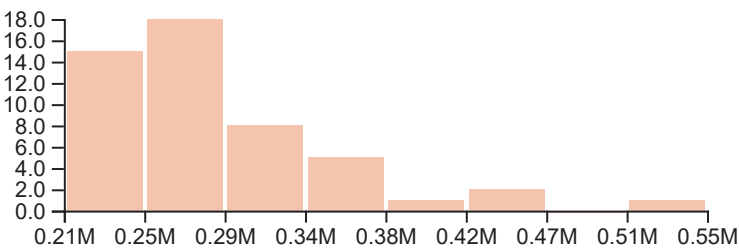
Store Profit Categ...

All

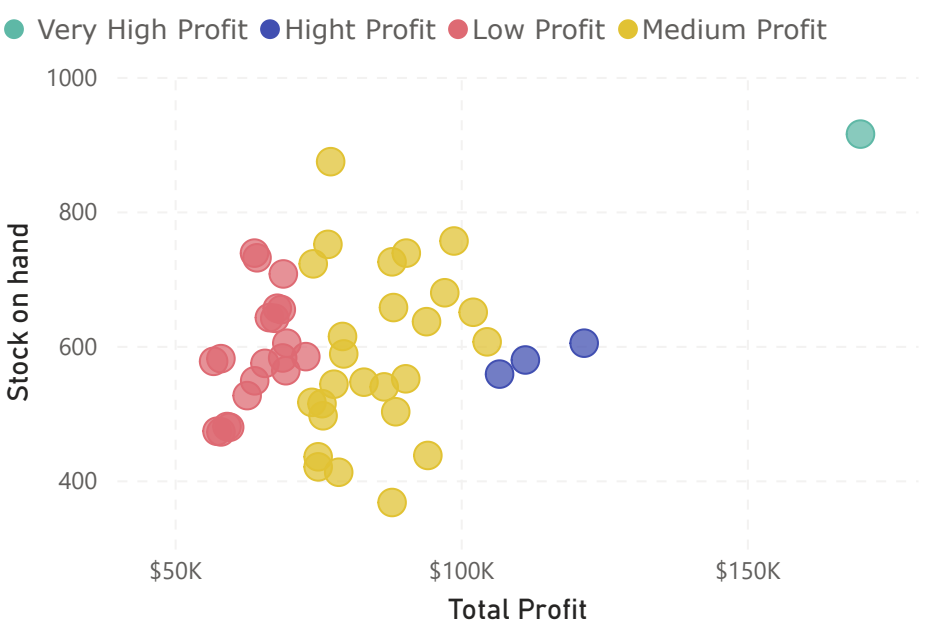
STORES DISTRIBUTION BY PROFIT



STORES DISTRIBUTION BY REVENUE



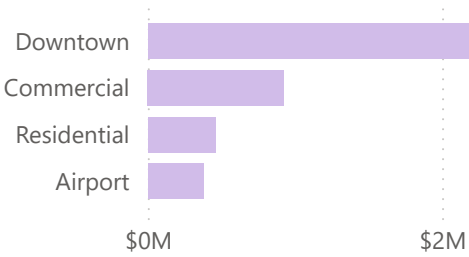
PROFIT VS STOCK BY STORE



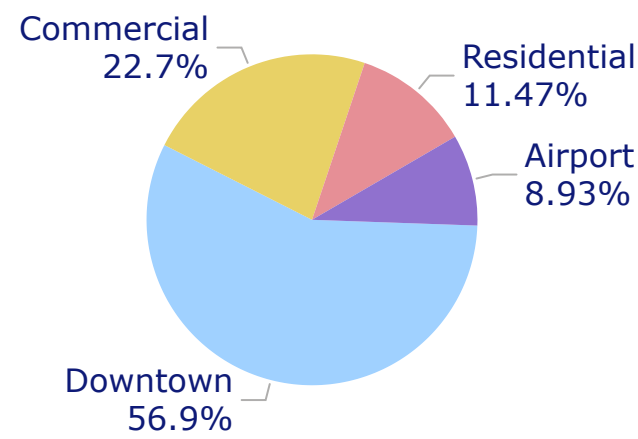
STORE'S NUMBER BY LOCATION AND CATEGORIES

Location	Very High Profit	Hight Profit	Low Profit	Medium Profit
Airport	1	1		1
Commercial			4	8
Downtown		2	14	13
Residential			2	4

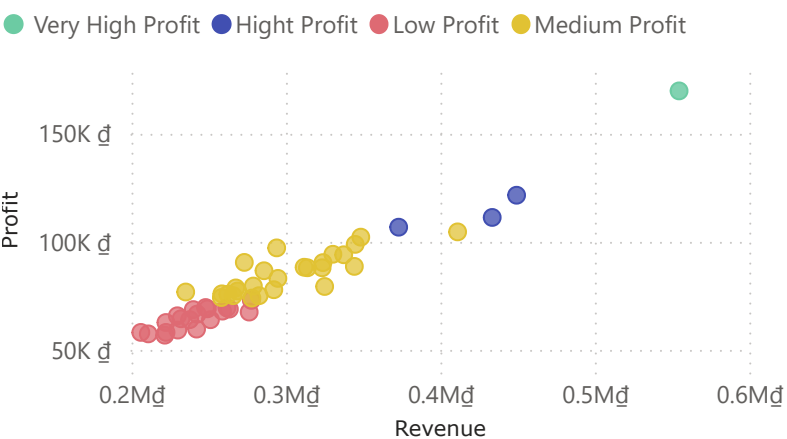
PROFIT BY LOCATION



REVENUE BY STORE LOCATION



PROFIT VS REVENUE



REVENUE VS PROFIT BY STORE

Store ID	Total Revenue	Revenue	Profit	Profit margin
11	\$221,587.26		\$56,811	25.64%
5	\$210,897.83		\$57,407	27.22%
40	\$222,364.36		\$58,090	26.12%
26	\$206,055.23		\$58,091	28.19%
20	\$229,983.04		\$59,160	25.72%
27	\$242,154.36		\$59,618	24.62%
43	\$222,318.78		\$62,673	28.19%

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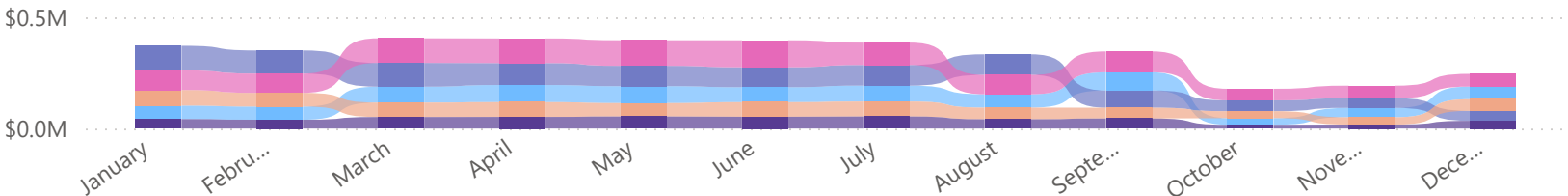
Product Profit Categories

All



PROFIT BY MONTH AND PRODUCT CATEGORY

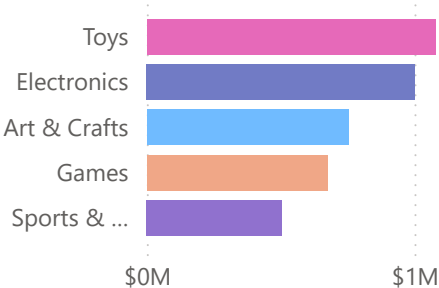
Art & Crafts Electronics Games Sports & Outdoors Toys



PROFIT CATEGORY BREAK DOWN BY PRODUCT CATEGORY

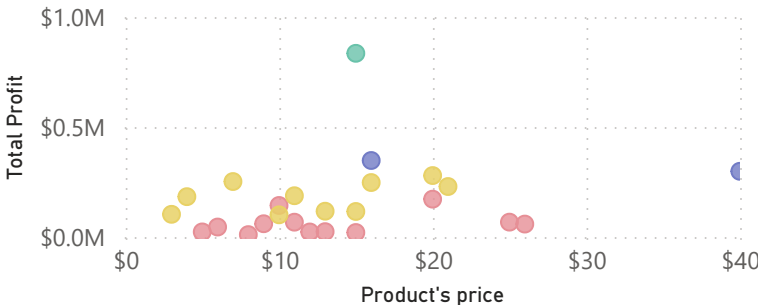
Product Category	High Profit	Low Profit	Medium Profit	Very High Profit
Toys	\$646,433	\$199,779	\$233,315	
Electronics		\$58,745	\$107,748	\$834,944
Art & Crafts		\$77,426	\$675,928	
Games		\$234,301	\$439,692	
Sports & Outdoors		\$145,839	\$359,879	

PROFIT BY PRODUCT CATEGORY



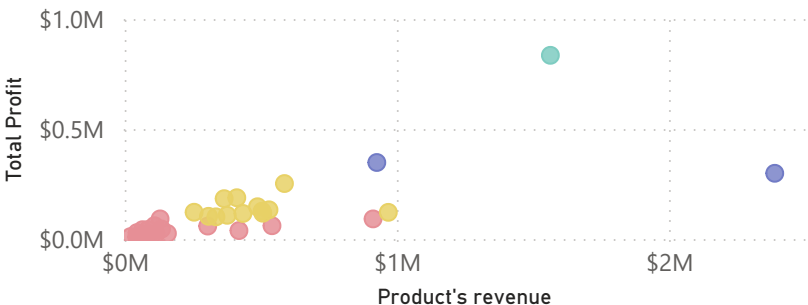
PROFIT VS PRODUCT PRICE

High Profit Low Profit Medium Profit Very High Profit



PROFIT VS PRODUCT REVENUE

High Profit Low Profit Medium Profit Very High Profit



PROFIT BY PRODUCT NAME AND CATEGORY

Art & Crafts Electronics Games Sports & Outdoors Toys

