

# Analyst Reporting Pack

## Superstore Monthly Performance

Source: **data\in**

Currency: **AUD**

Generated: 2025-12-27 09:58:14

### Key KPIs

Metric	Value
Revenue	AUD 2,297,200.86
Gross Profit	AUD 286,397.02
Margin	12.47%
Units	37,873.00
Rows Loaded	9,994.00

### Executive Summary

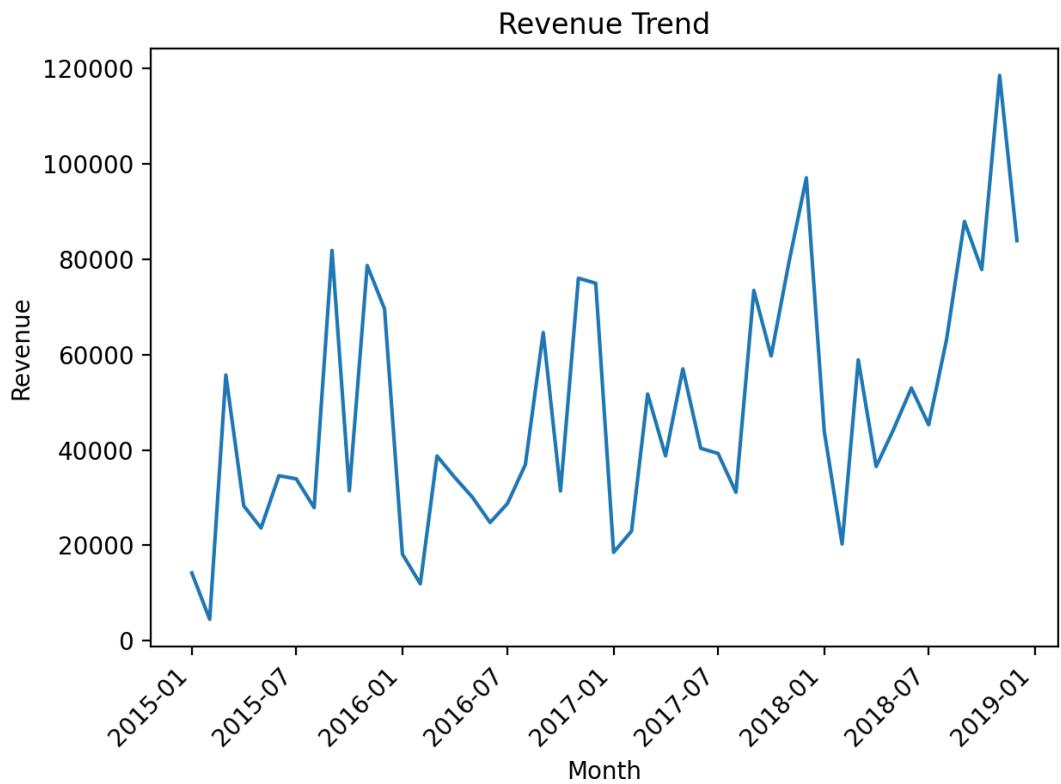
- Latest month in dataset: 2018-12
- Revenue MoM: -29.23%
- Gross Profit MoM: -12.45%
- Margin change (MoM): +194 bps
- Top region by revenue (2018-12): California (AUD 19,318.02)
- Top product by revenue (2018-12): Hewlett Packard LaserJet 3310 Copier (AUD 2,879.95)
- Total revenue: AUD 2,297,200.86
- Total gross profit: AUD 286,397.02
- Overall margin: 12.47%

### Commentary

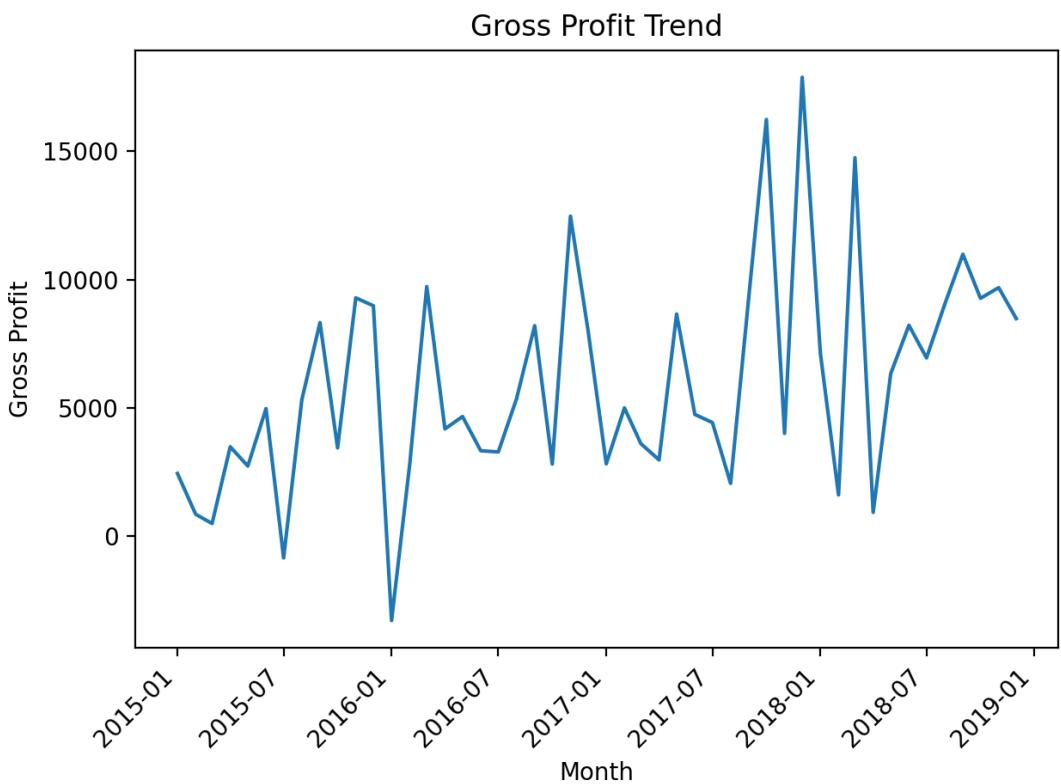
- This report is generated from monthly CSV/XLSX dumps using a reproducible Python pipeline.
- Revenue = Sales; Gross Profit = Revenue - COGS; Margin = Gross Profit / Revenue.
- Variance is month-over-month change based on the Trends table.

## Charts

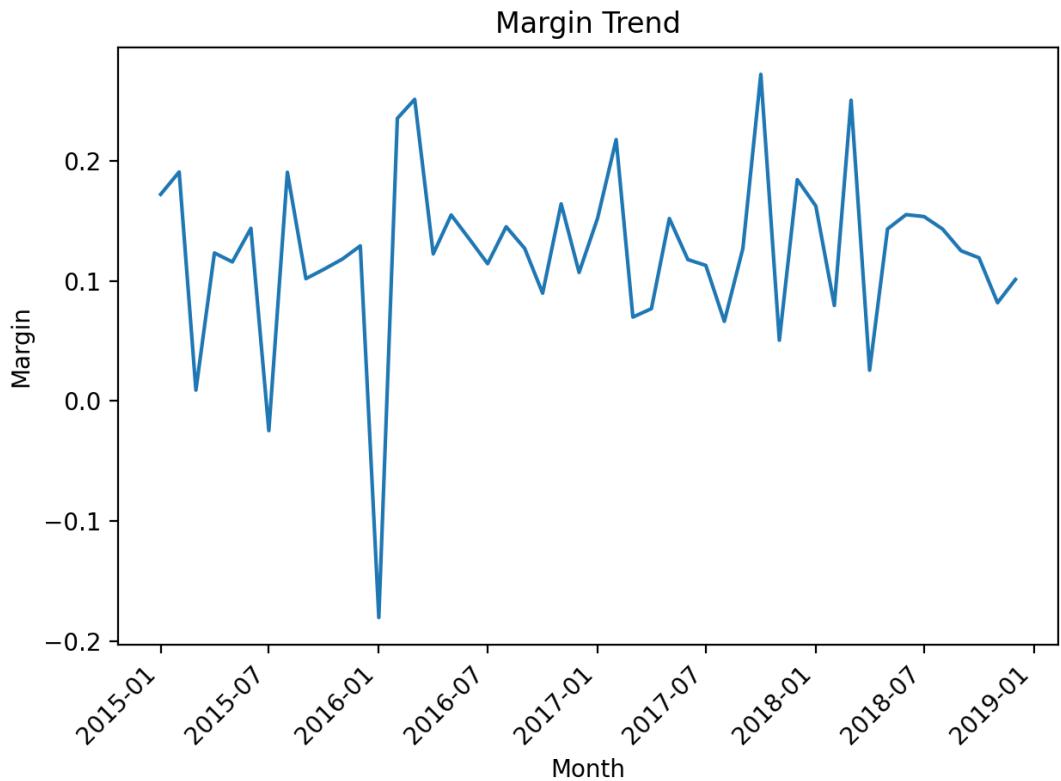
trend\_revenue.png



trend\_gross\_profit.png



trend\_margin.png



## Variance Snapshot (Top 12 Rows)

month	revenue	revenue_mom_abs	revenue_mom_pct	margin	margin_mom_abs
2015-01	14,236.90			0.17	
2015-02	4,519.89	-9,717.00	-0.68	0.19	0.02
2015-03	55,691.01	51,171.12	11.32	0.01	-0.18
2015-04	28,295.35	-27,395.66	-0.49	0.12	0.11
2015-05	23,648.29	-4,647.06	-0.16	0.12	-0.01
2015-06	34,595.13	10,946.84	0.46	0.14	0.03
2015-07	33,946.39	-648.73	-0.02	-0.02	-0.17
2015-08	27,909.47	-6,036.92	-0.18	0.19	0.22
2015-09	81,777.35	53,867.88	1.93	0.10	-0.09
2015-10	31,453.39	-50,323.96	-0.62	0.11	0.01
2015-11	78,628.72	47,175.32	1.50	0.12	0.01
2015-12	69,545.62	-9,083.10	-0.12	0.13	0.01