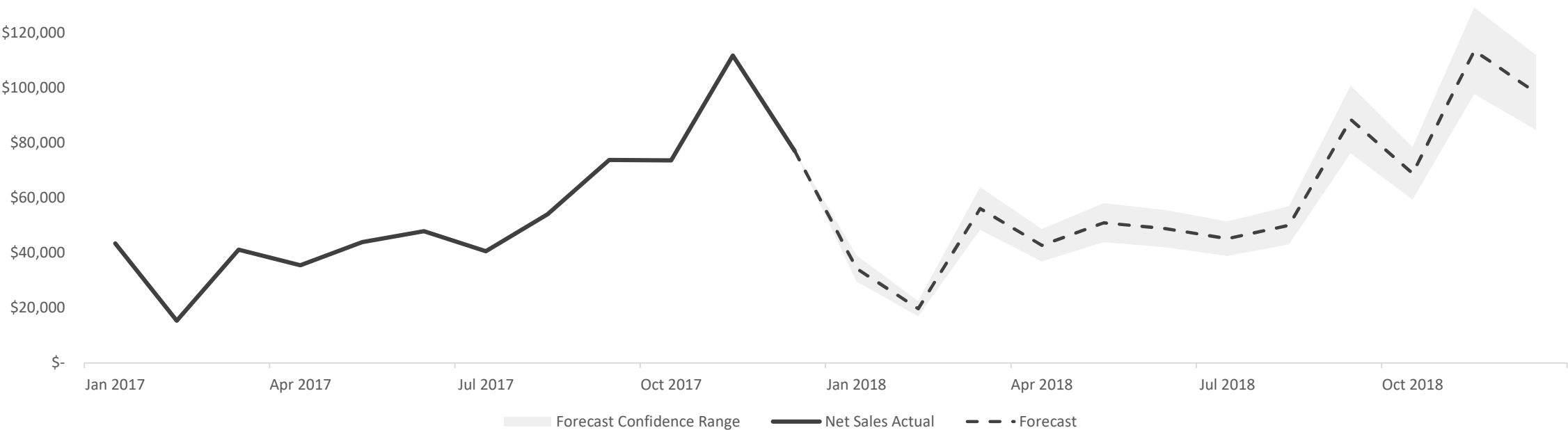


Superstore Revenue Forecast 2018

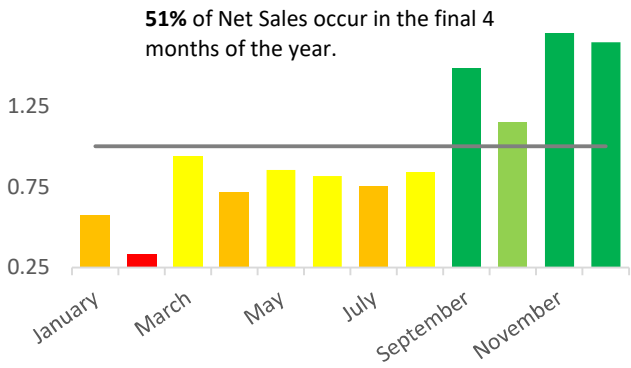
KPIs

2017 Net Sales	\$ 657,713	2018 Forecast Net Sales	\$ 716,988	Forecast Range	\$617,442 - \$816,532
2017 YoY Growth	15%	Projected YoY Growth	9%	Model Accuracy (MAPE)	14%

Net Sales: Historical Performance & 2018 Forecast

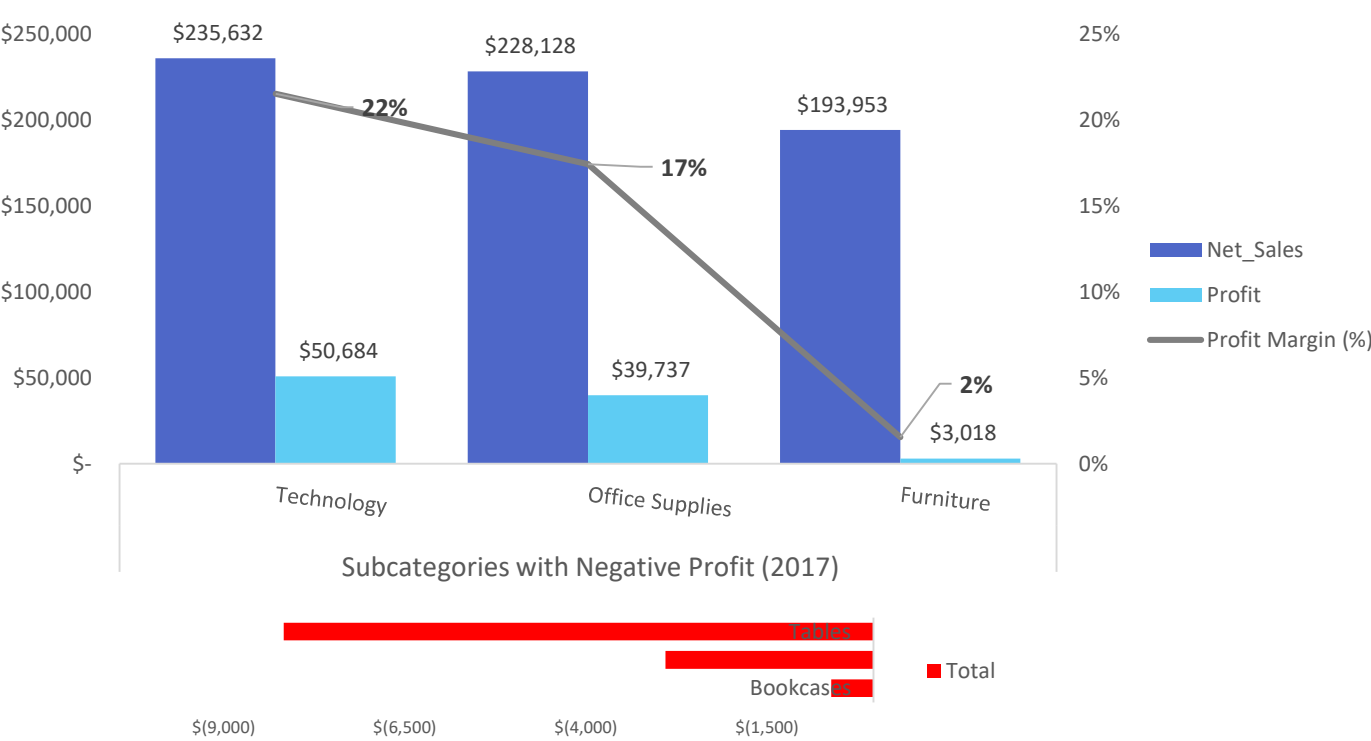


Seasonality Index

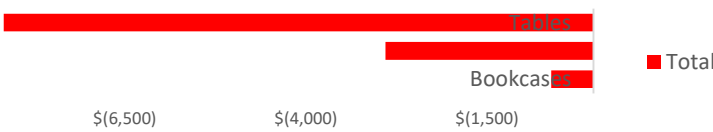


Forecast Validation
14% MAPE (vs 22% using ETS automatic seasonality)
2017 holdout year used for model testing.
Manual trend + normalized seasonality outperformed ETS.
Selected for improved monthly reliability.

Category Sales vs Profitability (2017)



Subcategories with Negative Profit (2017)



Key Insights

- Revenue Risk Concentration**
51% of annual sales occur in the final four months, creating material dependency on Q4 performance. A 10% shortfall in peak months would reduce full-year revenue by ~5%, increasing cash flow volatility and forecasting sensitivity.
- Growth Moderation in 2018**
Revenue growth is projected to slow from 15% in 2017 to 9% in 2018. Forecast validated using a 2017 holdout year (14% MAPE), providing moderate confidence within a $\pm 14\%$ range.
- Category Profitability Imbalance**
Despite equal revenue contribution across categories, Furniture generates only 2% margin versus 17% in Office Supplies, materially diluting overall profitability.
- Subcategory Profit Leakage**
Tables, Bookcases, and Machines produced negative profit in 2017. Losses appear driven by elevated discounting (Machines avg. 30%) and potential logistics cost structure in heavier Furniture SKUs, while Furnishings materially outperforms within the category.
- Next Steps**
- Improve Furniture margin through pricing and cost optimization.
 - Evaluate discount strategy in Machines and loss-generating SKUs.
 - Implement tighter Q4 demand planning and scenario analysis given revenue concentration risk.

