

Sales Analysis

Retail Supply Chain Dashboard

46.9% ▲

Sales YoY KPI

48.4% ▲

Profit YoY KPI

12.5%

GP Margin

2.30M

Total Sales

Year

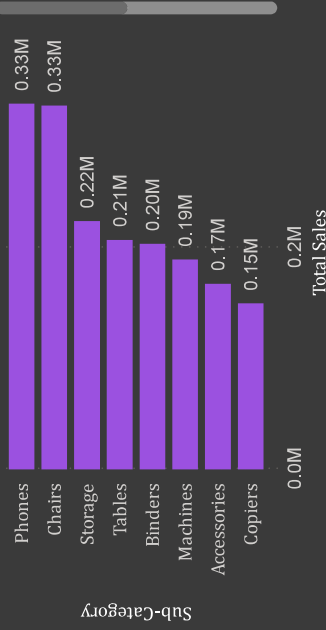
2014

2015

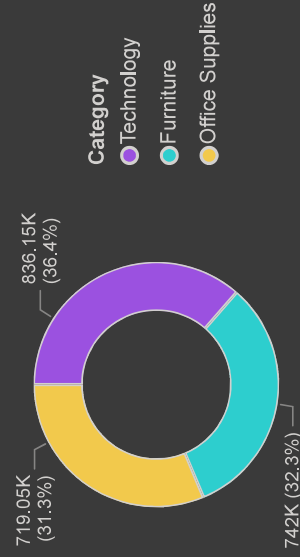
2016

2017

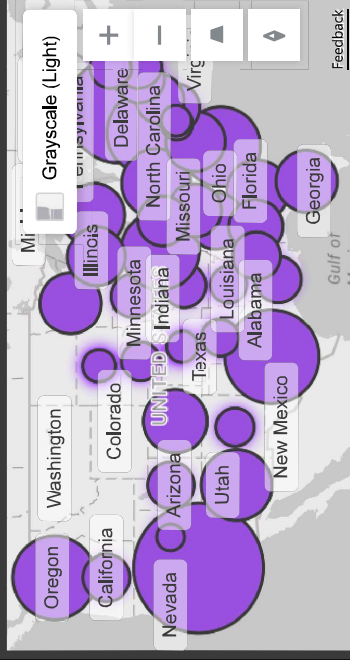
Total Sales by Sub-Category



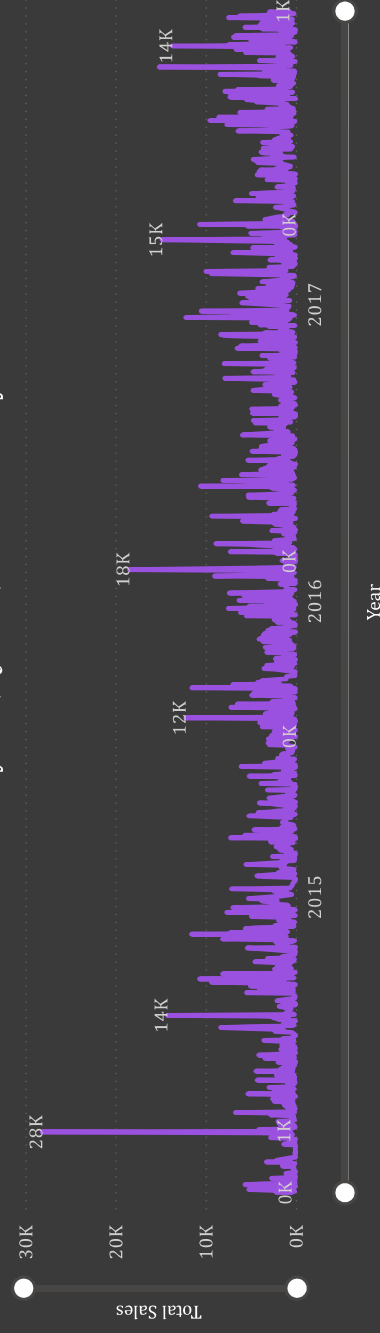
Total Sales by Category



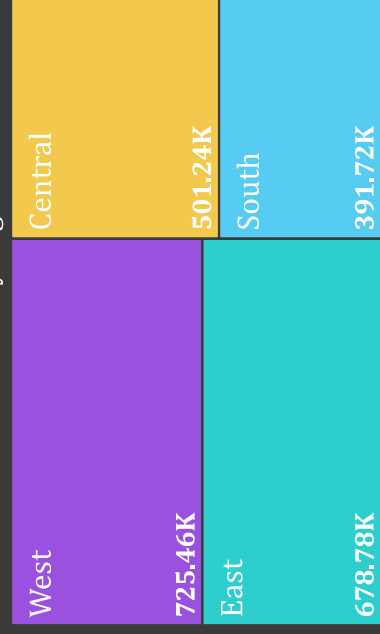
Total Sales by State



Total Sales by Year, Quarter, Month and Day



Total Sales by Region

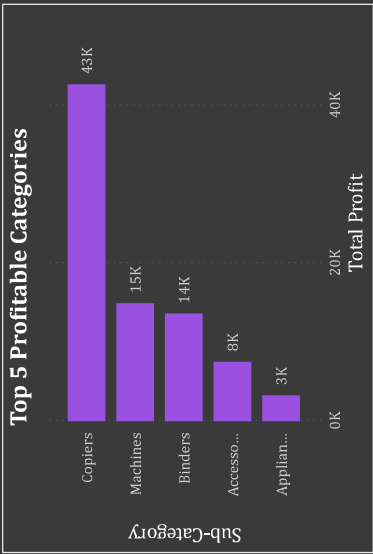


Profit Analysis

Gross Profit Margin
12.5%

Profit Growth YoY
48.4% ▲

No. of Loss affecting products
294



Top Loss affecting products

Product Name	Total Profit	GP Margin
Zebra GK420t Direct Thermal/Thermal Transfer Printer	-938.28	-133.3%
XtraLife ClearVue Slant-D Ring Binders by Cardinal	-13.33	-18.3%
Xerox WorkCentre 6505DN Laser Multifunction Printer	-252.00	-10.0%
Wilson Jones Elliptical Ring 3 1/2" Capacity Binders, 800 sheets	-82.18	-9.8%
Wilson Jones Custom Binder Spines & Labels	-19.69	-47.6%
Wilson Jones 1" Hanging DUBLock Ring Binders	-8.55	-7.3%
VT1100 MiniMaxx Labeler	-1.70	45.2%
Total	-76,697.50	-14.1%

High Sales but Low Margin Categories

Sub-Category	Total Sales	Profit Margin %
Tables	206,965.53	-0.09
Bookcases	114,880.00	-0.03
Supplies	46,673.54	-0.03
Machines	189,238.63	0.02
Chairs	328,449.10	0.08
Storage	223,843.61	0.10
Phones	330,007.05	0.13
Furnishings	91,705.16	0.14
Binders	203,412.73	0.15
Total	2,297,200.86	0.12

