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EXECUTIVE BUSINESS INTELLIGENCE

Superstore Financial & Sales Performance Report

A comprehensive data-driven review of overall performance, growth trends, category distributions, and multi-year trajectory from 2017 to 2020.

Executive Summary

Key financial highlights and high-level business indicators spanning 4 consecutive operational years.

Google Data Studio Link: https://datastudio.google.com/reporting/b510166a-898f-4e53-b852-925e623d4baa

4-Year Key Performance Metrics

$2.30M

Total Aggregate Revenue

Cumulative gross revenue generated from Jan 2017 to Dec 2020 across all U.S. states.

$286.4K

Net Profit Generated

Solid average net margin of 12.47% maintained with robust year-over-year expansion.

Overall Business Dashboard

Macro Insights (2017–2020)

- **Top Category:** Technology accounts for the largest sales share at **36.4% ($836.15K)**.
- **Dominant State:** California leads all U.S. markets contributing **19.9%** of overall sales volume.
- **Primary Segment:** Consumer segment generates **50.6%** of total business transactions.
- **Upward Trajectory:** Steady annual growth reaching peak sales of $733.2K in 2020.

Annual Revenue Trend Comparison

Following a minor consolidation in 2018 (-2.8%), sales surged rapidly in 2019 (+29.5%) and expanded further in 2020 (+20.4%), achieving a total annual revenue growth of **51.4% over 4 years**.

2017 Performance Foundation

ANNUAL SALES

$484.2K

Baseline Year

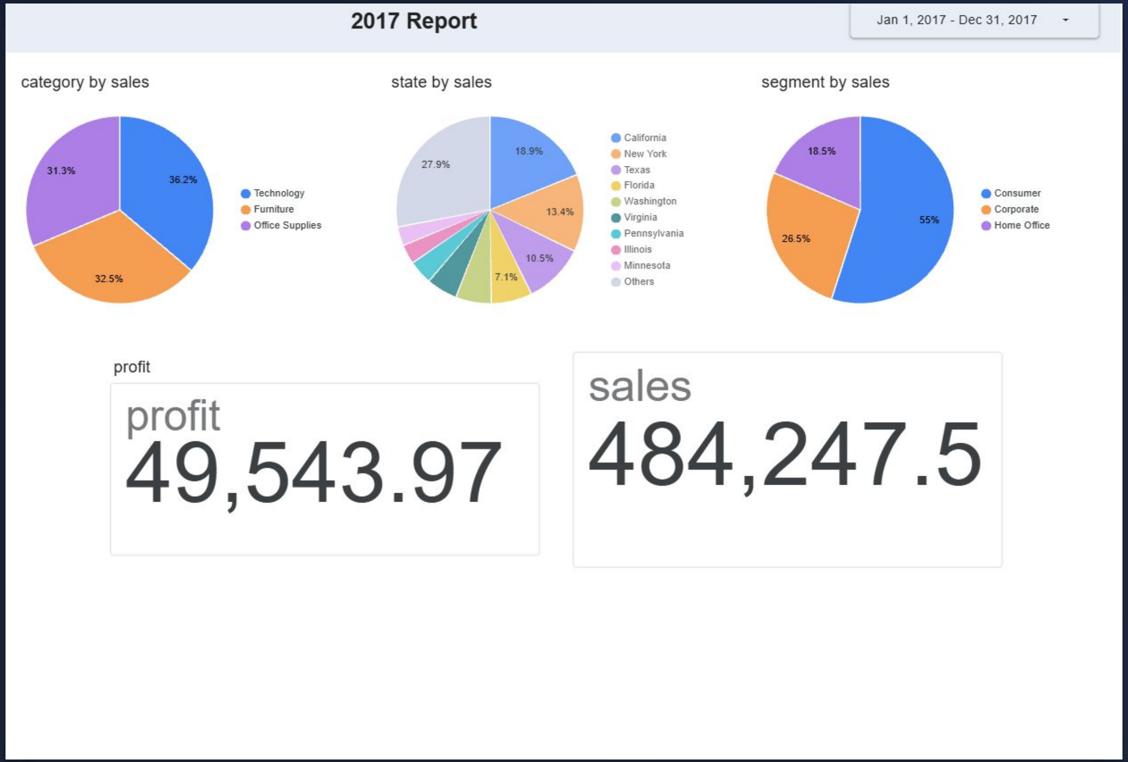
NET PROFIT

$49.5K

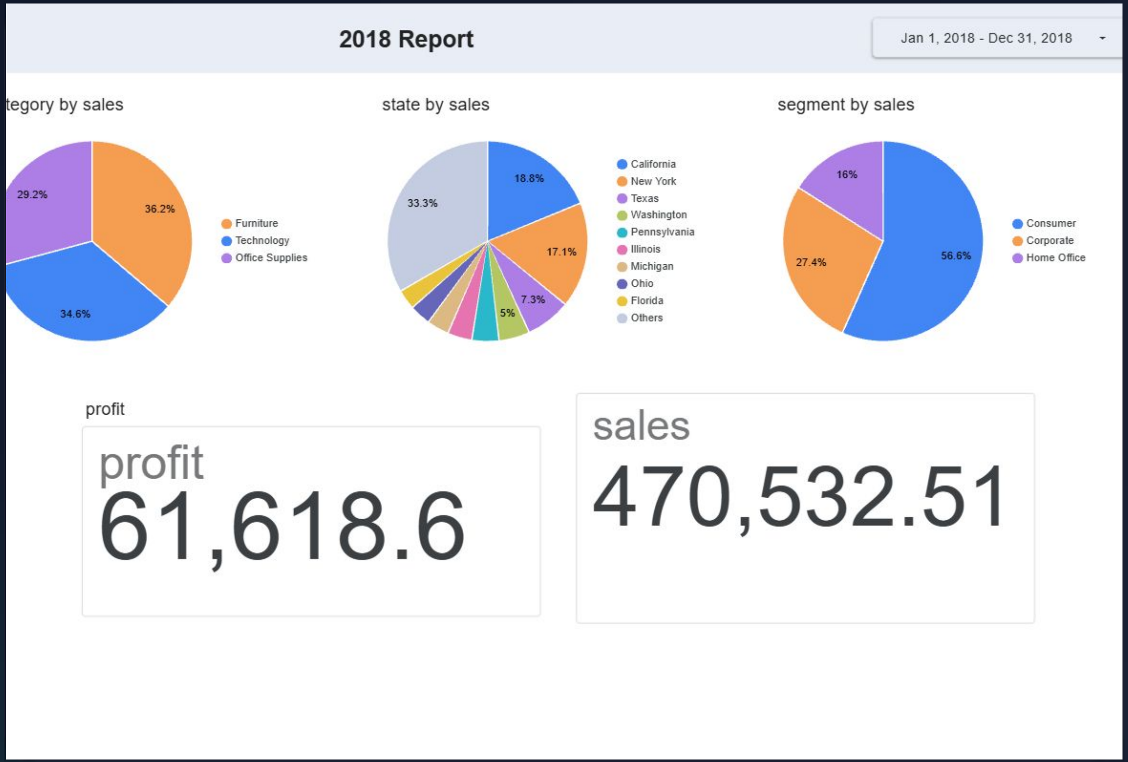
10.2% Margin

The baseline operational year established key market positions across core product categories and territories.

- Consumer segment accounted for **55.0%** of overall volume.
- Technology led category sales at **36.2%**.
- California ($91.5K) and New York ($64.8K) were top performing states.



2018 Efficiency & Margin Lift



ANNUAL SALES

$470.5K

↓ -2.8% YoY

NET PROFIT

$61.6K

↑ +24.4% YoY

Despite a slight contraction in top-line sales, operational efficiency boosted profitability significantly.

- Profit margin jumped from **10.2% to 13.1%**.
- Furniture surpassed Technology briefly, taking **36.2%** share.
- Consumer sales held strong at **56.6%** of total revenue.

2019 Expansion Phase

ANNUAL SALES

$609.2K

↑ +29.5% YoY

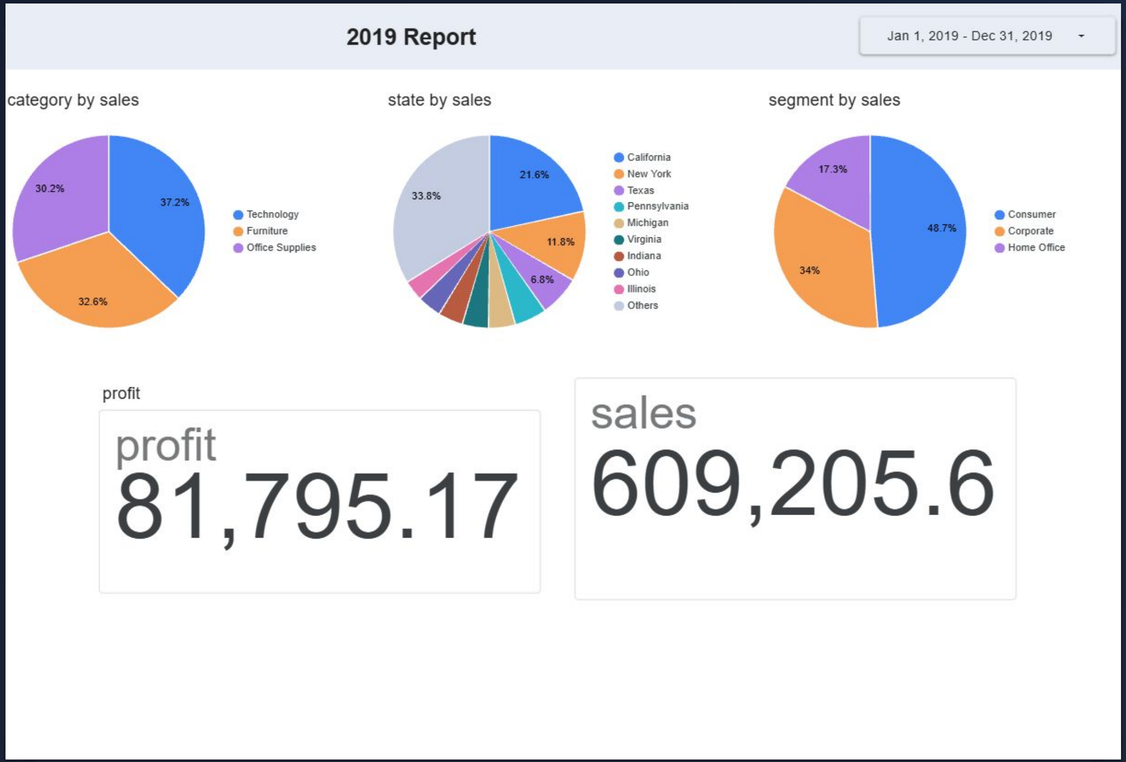
NET PROFIT

$81.8K

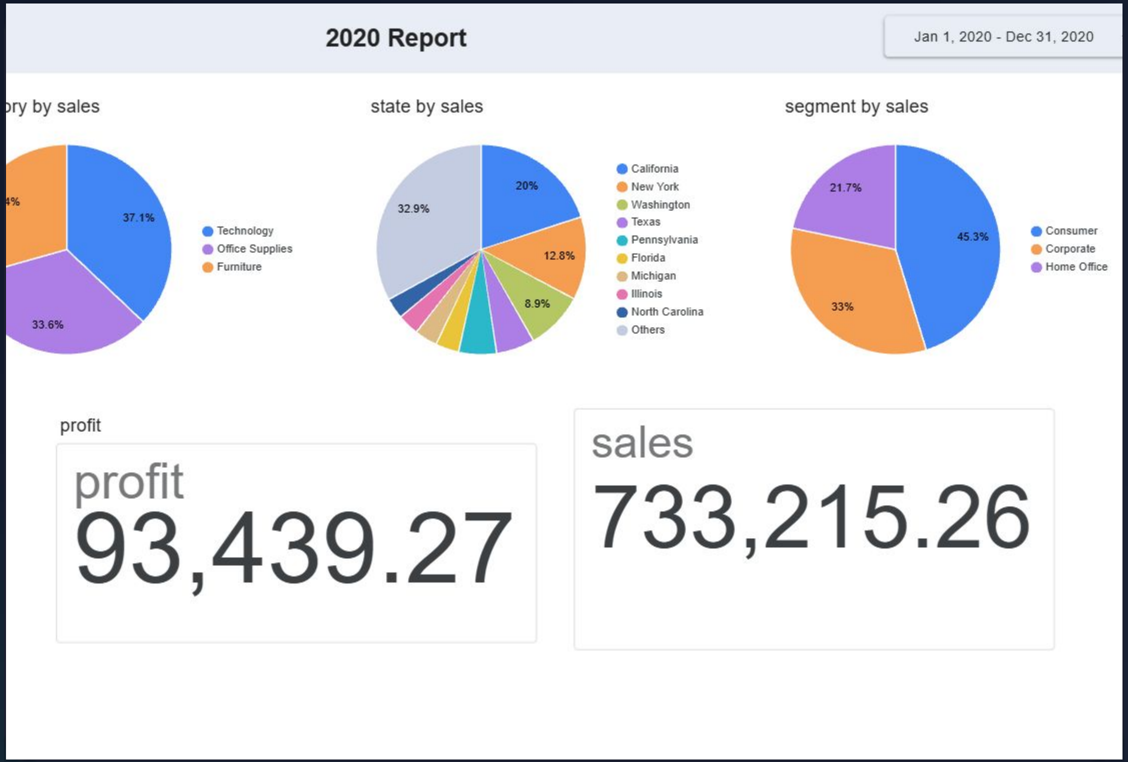
↑ +32.7% YoY

A breakthrough year marked by aggressive geographic expansion and record operational volume.

- California contribution climbed to **21.6%** of sales.
- Corporate segment expanded significantly to **34.0%**.
- Technology regained top rank at **37.2%** category share.



2020 Peak Revenue Record



ANNUAL SALES

$733.2K

↑ +20.4% YoY

NET PROFIT

$93.4K

↑ +14.2% YoY

High-water mark for Superstore operations with impressive scale across all product divisions.

- Home Office segment expanded to an all-time high of **21.7%**.
- Office Supplies surged to **33.6%** of category distribution.
- Net annual profits exceeded **$93,400**.

Customer Segment Mix

Consumer Segment: 50.6% ($1.16M Revenue)
Main driver of overall volume, consistently representing over half of total orders.

Corporate Segment: 30.7% ($706K Revenue)
High average order values and consistent multi-unit contract purchasing.

Home Office Segment: 18.7% ($429K Revenue)
Fastest growing segment in 2020 driven by remote work adoption.

Strategic Growth Recommendations

Scale Technology

Double down on Technology inventory as it delivers the highest margin dollar contribution and consistently captures ~37% of revenue.

Target Home Office

Capitalize on the Home Office trajectory (which grew to 21.7% in 2020) with bundled remote-work workstation solutions.

Regional Expansion

Replicate the California and New York operational playbooks in underpenetrated Tier-2 markets to unlock new revenue streams.

CONCLUSION & REVIEW

Questions & Discussion

Thank you for reviewing the Superstore 2017–2020 Financial Performance Report.

Superstore Master Dataset Google Data Studio Insights Google Gemini