NORTHSTAR SUPPLY - FY2025 PERFORMANCE

Sales grew faster than profit.

EXECUTIVE READOUT - SAMPLE

Decision signal: keep the growth plan under review while the team investigates margin pressure. More revenue is helping, but it is not converting into profit at the same rate.

NET REVENUE	GROSS PROFIT	GROSS MARGIN
$8.24M	**$2.57M**	**31.2%**
+12.7% year over year	+7.9% year over year	-1.4 percentage points

WHAT DROVE THE CHANGE

Growth added $302K to gross profit.

Higher revenue contributed **$302,455.59**. The margin effect removed **$115,095.05**, leaving a reconciled **$187,360.54** increase in gross profit.

WHERE TO LOOK NEXT

Start with the West region.

West is **$312,710.96 below its annual revenue plan**, reaching 88.3% of target. Validate the plan assumptions and segment performance before choosing an intervention.

LIMITATION	NEXT STEP
This sample identifies the size and location of the movement; it does not prove whether pricing, discounts, costs or mix caused the margin change.	Use the dashboard filters and SQL investigation to isolate the segments worth discussing with the business.

Independent portfolio example - fictional data - gross profit before overhead - supporting workbook and SQL results available on the portfolio.