

Sales & profitability

Northstar Supply (fictional) · Synthetic portfolio example · USD

Year

2025

Quarter

Full year

Region

All

Channel

All

Blue cells filter the KPIs and breakdowns. The revenue trend shows the full selected year.

Net revenue

\$8.24M

+12.7% vs prior year

Gross profit

\$2.57M

+7.9% vs prior year

Gross margin

31.2%

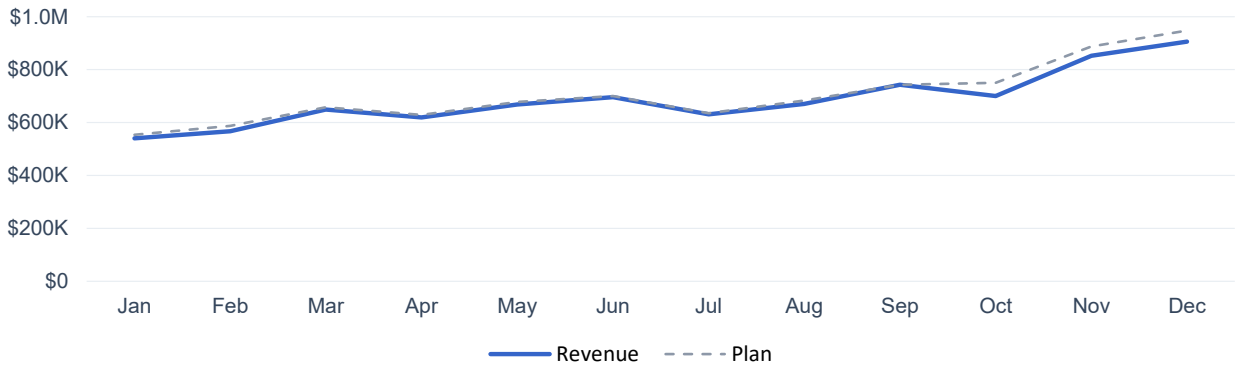
-1.4 pp vs prior year

Plan attainment

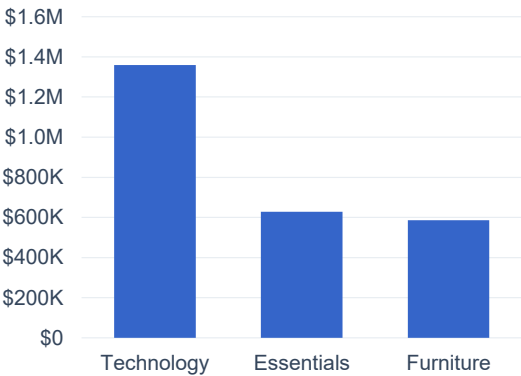
97.5%

(\$209,328) vs plan

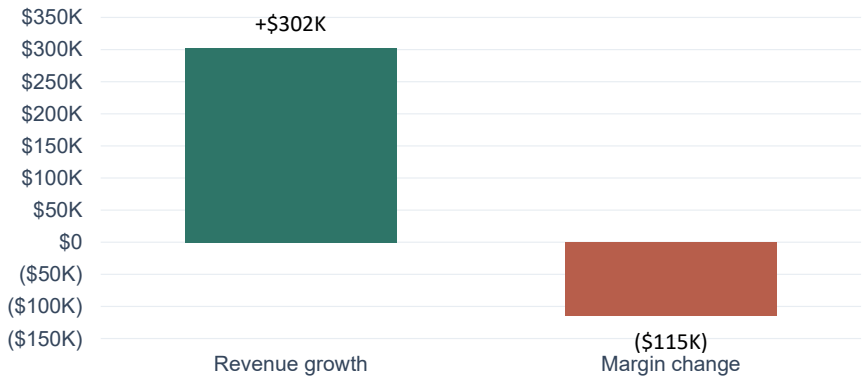
Revenue vs plan · full year



Gross profit by category



What changed gross profit?



Revenue effect + margin effect = change in gross profit.

Net revenue = gross sales less discounts. Gross profit = net revenue less COGS; overhead and tax are excluded.

576 fictional records · 2024–2025 · pp = percentage points · No 2023 comparison · Calculations in Analysis; sources in Data.

Category performance

Ranked by gross profit · revenue variance vs plan

Category	Revenue	Margin	Vs plan
Technology	\$3.83M	35.5%	(\$103K)
Essentials	\$1.43M	43.9%	(\$15K)
Furniture	\$2.98M	19.7%	(\$91K)

Orders +10.7%; revenue/order +1.8% YoY.

Review West: largest revenue gap (\$313K).