

Profit Margin Trends – Monthly Profit Assessment

Period Covered: January 2024 – June 2024

Month	Total Revenue	Total Cost	Profit	Profit Margin (%)
January 2024	\$120,000	\$90,000	\$30,000	25.0
February 2024	\$115,000	\$85,000	\$30,000	26.1
March 2024	\$130,000	\$95,000	\$35,000	26.9
April 2024	\$125,000	\$93,000	\$32,000	25.6
May 2024	\$140,000	\$105,000	\$35,000	25.0
June 2024	\$150,000	\$112,000	\$38,000	25.3

Summary

- Average Monthly Profit Margin (Jan–Jun 2024): **25.65%**
- Highest Margin: **26.9%** (March 2024)
- Lowest Margin: **25.0%** (January & May 2024)

Important Notes

- Profit margin is a critical indicator of financial health and business efficiency over time.
- This assessment helps to identify trends, seasonality, and potential areas of improvement.
- Consistent or increasing profit margin may reflect good cost management and pricing strategies.
- Sudden drops should be analyzed further for possible operational issues or unexpected expenses.
- All figures should be cross-checked with official financial statements before decisions are made.