

Comparative Profit Category Sales Report

Period: Jan 2024 - Jun 2024 vs Jan 2023 - Jun 2023

Summary

Category	Sales (2024)	Profit (2024)	Sales (2023)	Profit (2023)	Sales Change (%)	Profit Change (%)
Beverages	75,000	25,000	68,500	22,000	+9.5%	+13.6%
Snacks	110,000	40,000	120,000	44,000	-8.3%	-9.1%
Dairy	60,500	19,800	57,300	17,500	+5.6%	+13.1%
Produce	47,800	16,300	48,500	16,800	-1.4%	-3.0%
Meat	98,000	34,500	90,000	30,000	+8.9%	+15.0%
Total	391,300	135,600	384,300	130,300	+1.8%	+4.1%

Important Notes

- This report compares category-wise sales and profit for two selected periods.
- Percentage change helps identify growth or decline across categories.
- Consistent data definition and time frames are crucial for accurate comparisons.
- Review external and internal factors affecting sales/profit before drawing conclusions.
- This format aids in strategic decision-making and identifying focus areas.