

# Detailed Sales Analysis Report

## Profit Category

### Report Summary

Reporting Period: January 1, 2024 – March 31, 2024

This report provides a comprehensive sales analysis segmented by profit categories, presenting key metrics to inform business decisions and strategic planning.

### Sales Breakdown by Profit Category

Profit Category	Total Sales (\$)	Cost of Goods Sold (\$)	Gross Profit (\$)	Gross Profit Margin (%)	Sales Volume (Units)
High Profit	120,000	60,000	60,000	50.0	2,400
Medium Profit	95,000	64,600	30,400	32.0	2,150
Low Profit	80,000	67,200	12,800	16.0	2,100
Total	295,000	191,800	103,200	35.0	6,650

### Key Insights

- High Profit segment contributes over 50% of total gross profit despite accounting for only 36% of total sales volume.
- Low Profit category represents 27% of sales yet yields the smallest margin.
- Sales in the Medium Profit category are significant but have a moderate margin.

### Important Notes

- This document should be updated regularly to reflect the most recent sales data.
- Profit categories may change based on your business's sales strategies and cost structures.
- Comparison with previous periods can help identify sales trends and recommend action points.
- Maintain consistent calculation methods for reported metrics to ensure comparability.
- The confidentiality of this information must be preserved to protect commercial interests.