

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.