

Regional Profit Category Sales Report

Report Overview

Report Period	Q1 2024
Prepared By	Finance Team
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Summary

This report outlines the sales performance and profit by region and product category for the specified period.

Regional Sales and Profit by Category

Region	Category	Total Sales	Total Profit	Profit Margin
North	Electronics	\$120,000	\$24,000	20%
North	Apparel	\$80,000	\$12,000	15%
South	Electronics	\$95,000	\$17,100	18%
South	Apparel	\$60,000	\$9,600	16%
East	Electronics	\$68,000	\$13,600	20%
East	Apparel	\$72,000	\$10,800	15%
West	Electronics	\$81,000	\$14,580	18%
West	Apparel	\$56,000	\$8,400	15%

Highlights

- Electronics category achieved the highest sales and profit margins across all regions.
- North region led in both total sales and overall profit.
- Profit margins are generally higher for Electronics compared to Apparel.

Important Notes

- Data accuracy depends on timely and complete submission from all regional teams.
- Profit margins are influenced by both direct and indirect costs.
- This report is for internal management review and decision-making.
- Outliers or unusual trends should be investigated for further analysis.
- Comparison with previous periods recommended for a complete performance assessment.