

# Regional Profit Category Sales Report

## Report Overview

|               |              |
|---------------|--------------|
| Report Period | Q1 2024      |
| Prepared By   | Finance Team |
| Date          | 2024-04-15   |

## 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.