

Multi-Branch Profit Margin Performance Report

Reporting Period: Q2 2024

Summary

Branch	Total Revenue	Total Cost	Gross Profit	Profit Margin (%)
Northside	\$450,000	\$315,000	\$135,000	30.0%
East Town	\$390,000	\$284,000	\$106,000	27.2%
Central City	\$525,000	\$368,000	\$157,000	29.9%
Westside	\$310,000	\$235,000	\$75,000	24.2%
South Hills	\$275,000	\$210,000	\$65,000	23.6%
Total	\$1,950,000	\$1,412,000	\$538,000	27.6%

Highlights

- Central City branch achieved the highest gross profit overall.
- Northside branch led in profit margin, narrowly ahead of Central City.
- Westside and South Hills performed below average margin and are recommended for further review.

Important Notes

- This report provides comparative profit margin performance across all branches for the stated period.
- Figures are based on finalized financial records for Q2 2024; subsequent adjustments, if any, may affect final results.
- Profit margin is calculated as $(\text{Gross Profit} / \text{Total Revenue}) \times 100$.
- Use this document to identify branches for best practice sharing and to address underperformance.
- Interpret results with an understanding of local market conditions and seasonal effects.