

Customer Segment Gross Profit Report

Report Date: June 30, 2024

Reporting Period: Q2 2024

Prepared by: Finance Department

Summary by Customer Segment

Customer Segment	Total Revenue	Cost of Goods Sold (COGS)	Gross Profit	Gross Profit Margin (%)
Enterprise	\$450,000	\$270,000	\$180,000	40.0
Small Business	\$230,000	\$138,000	\$92,000	40.0
Retail	\$120,000	\$84,000	\$36,000	30.0
Total	\$800,000	\$492,000	\$308,000	38.5

Important Notes

- This report helps identify the profitability of each customer segment to guide business strategy.
- Gross Profit Margin indicates the percentage of revenue remaining after covering the cost of goods sold.
- Consistent data inputs from sales and finance are essential for accurate results.
- Reviewing this report regularly can help spot trends and inform pricing decisions.
- Actions based on this data should consider market changes, seasonality, and customer behavior.