

# Gross Profit vs. Sales Volume Report

Report Period: January 1, 2024 - March 31, 2024

Product/Service	Units Sold	Total Sales (\$)	Cost of Goods Sold (\$)	Gross Profit (\$)	Gross Profit Margin (%)
Product A	2,000	40,000	22,000	18,000	45.0
Product B	1,500	30,000	19,500	10,500	35.0
Product C	1,000	25,000	12,500	12,500	50.0
<b>Total</b>	<b>4,500</b>	<b>95,000</b>	<b>54,000</b>	<b>41,000</b>	<b>43.2</b>

## Analysis Overview

The report summarizes gross profit and sales volume for each major product in the first quarter of 2024. It highlights profitability and performance across the product lineup.

## Important Notes:

- Gross Profit is calculated as Total Sales minus Cost of Goods Sold (COGS).
- Gross Profit Margin is expressed as percentage of sales:  $(\text{Gross Profit} / \text{Total Sales}) \times 100$ .
- Accurate entry of sales and COGS data is critical for reliable analysis.
- This report helps identify high-margin products and potential cost-saving opportunities.
- For detailed trends, compare with data from previous periods.