

Rs. 11,770

Total Profit

Stall Performance Dashboard: Sales, Profit & ROI Analytics

476

Total Units Sold

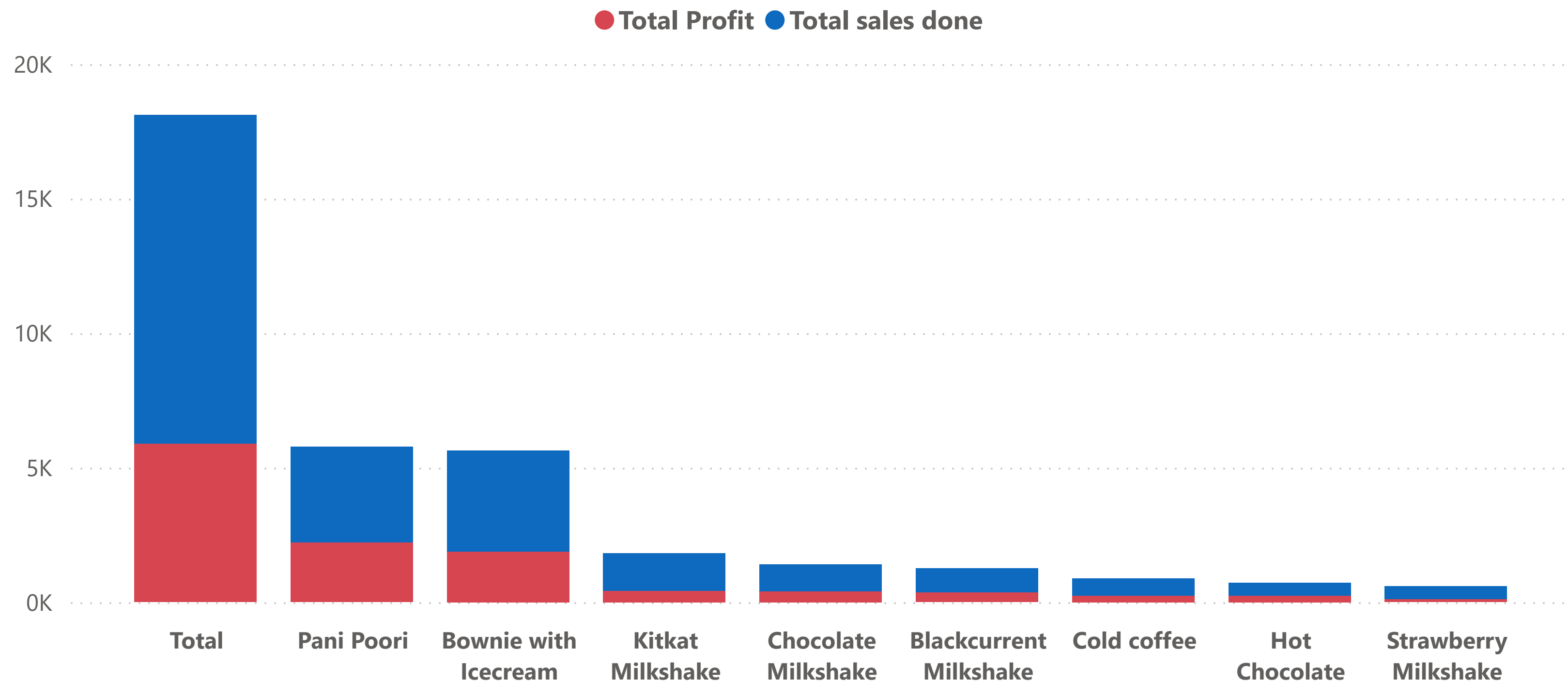
Rs. 24,440

Total sales done

Product: All

- ☐ Blackcurrent Milkshake
- ☐ Bownie with Icecream
- ☐ Chocolate Milkshake
- ☐ Cold coffee
- ☐ Hot Chocolate
- ☐ Kitkat Milkshake
- ☐ Pani Poori
- ☐ Strawberry Milkshake
- ☐ Total

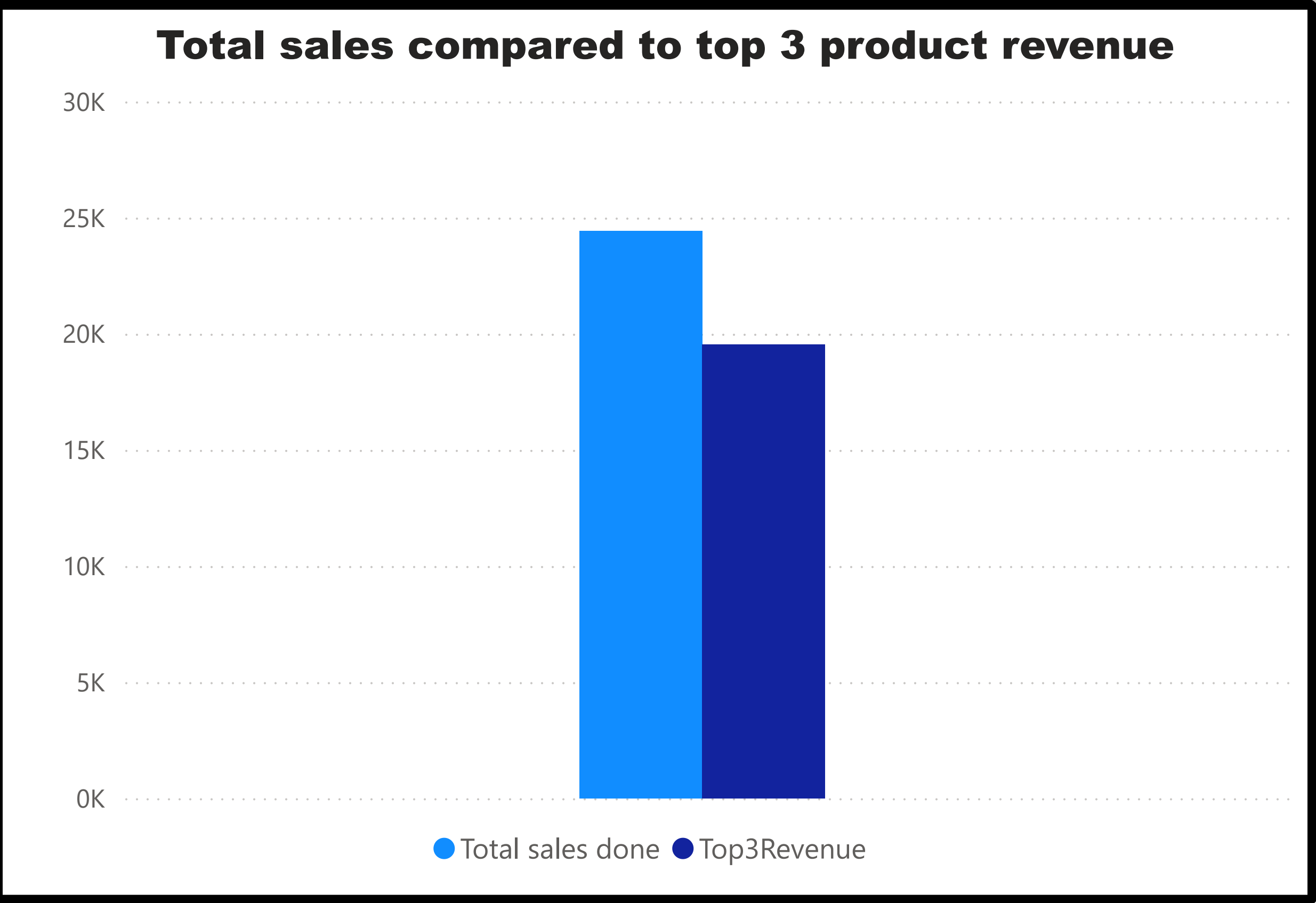
Total Profit and Total sales done by Product



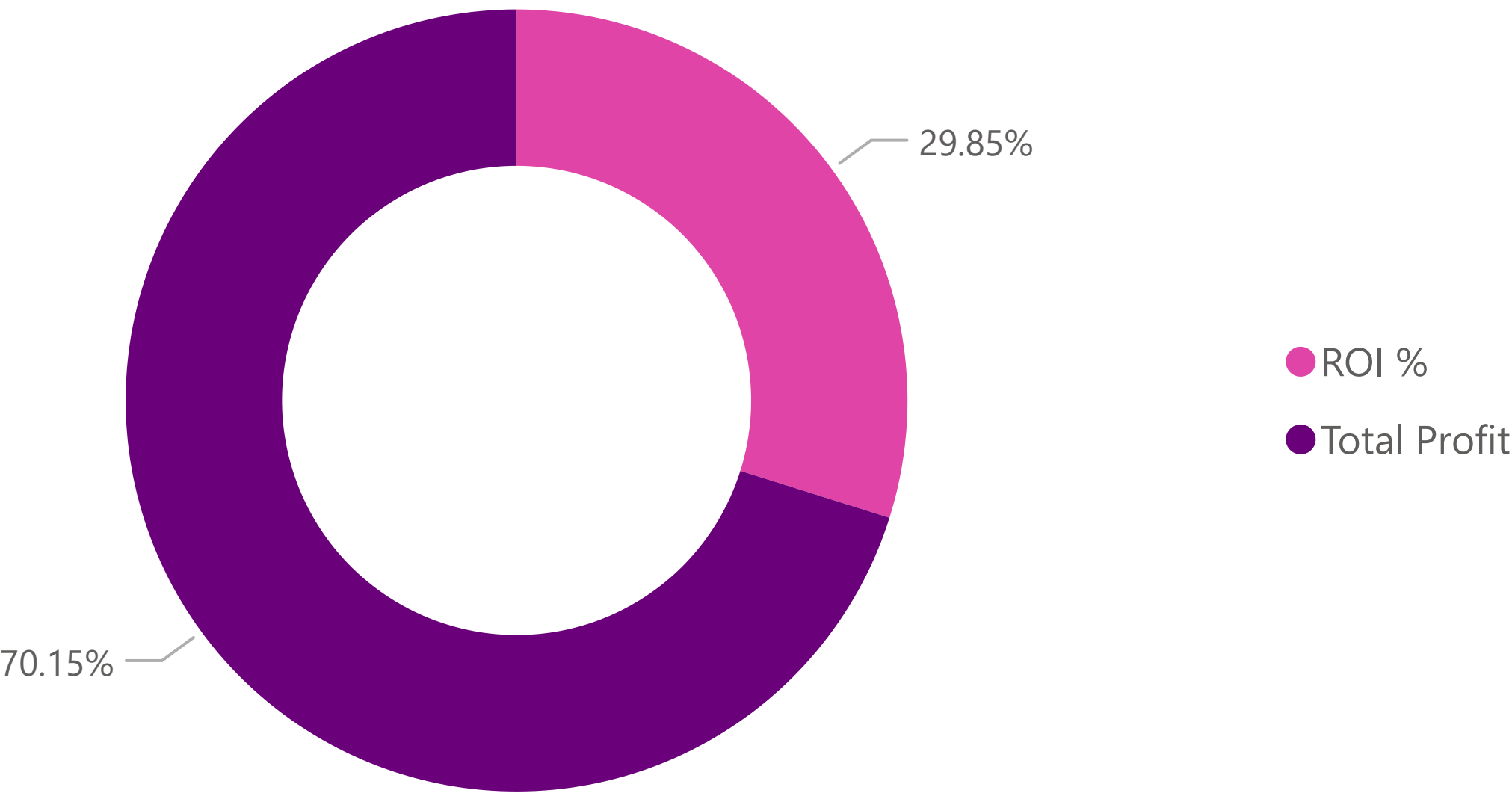
Top 3 products account for **71%** of **total revenue**

The products are:

- .Pani poori
- .Kitkat Milkshake
- .Brownie with ice-cream



Return on Investment



During the analysis of stall operations, it was observed that the business achieved a **70.15% total profit margin**, reflecting high markups on the products sold. However, the **overall ROI of 29.81%** suggests that a significant portion of invested capital was tied up in costs such as raw materials, setup, and overheads.

This disparity implies that while the **profitability per sale is high**, the **return on the money invested is moderate**, pointing to potential inefficiencies in cost structure or inventory deployment. Products that required higher investment but offered only marginal returns may be suppressing the overall ROI.