

# B2B Sales Analysis report

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**Last data refresh:**  
15/09/2021 09:00:09 UTC

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15/09/2021 09:04:03 UTC

- Month
- ☐ January
  - ☐ February
  - ☐ March
  - ☐ April
  - ☒ May
  - ☒ June
  - ☐ July
  - ☐ August
  - ☐ September
  - ☐ October
  - ☐ November
  - ☐ December

- Region
- ☐ Center-West
  - ☐ North
  - ☐ Northeast
  - ☐ South
  - ☒ Southeast

\$113.14K

Gross Sales

14.02%

Discount %

\$97.28K

Net Sales

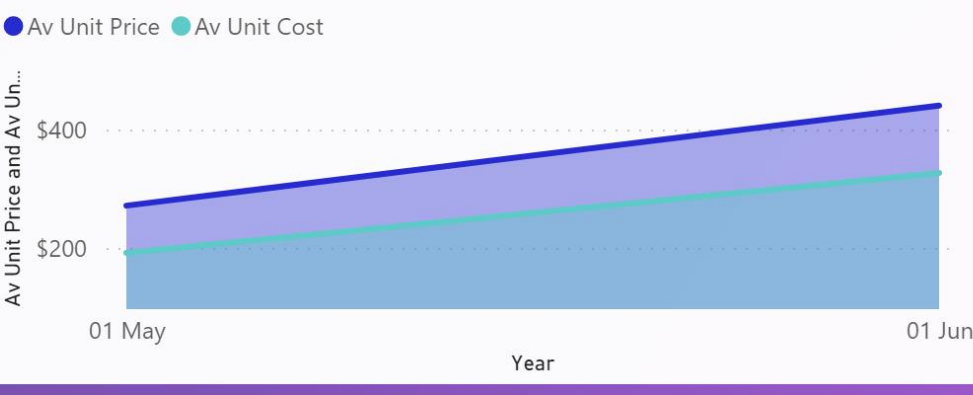
14.52%

Gross Margin %

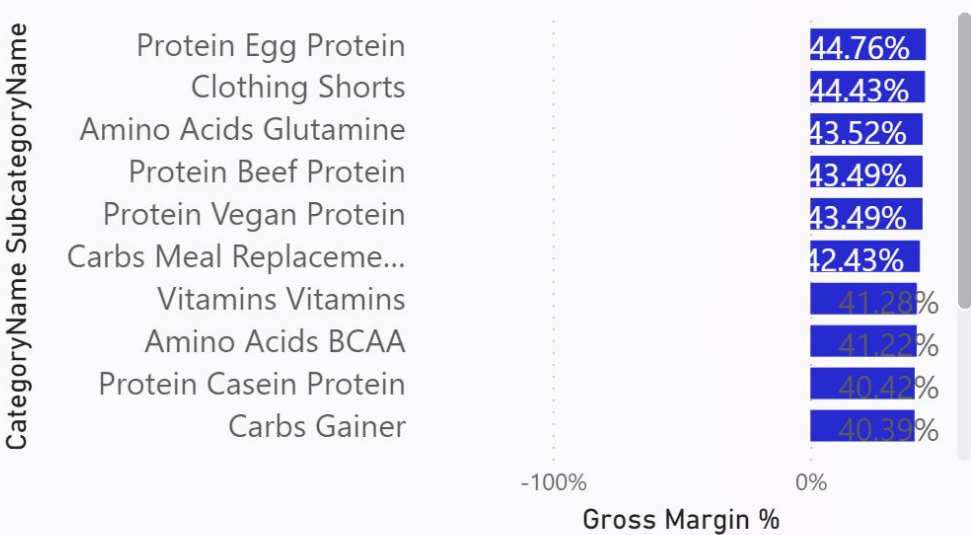
Gross Margin % by Year and Month



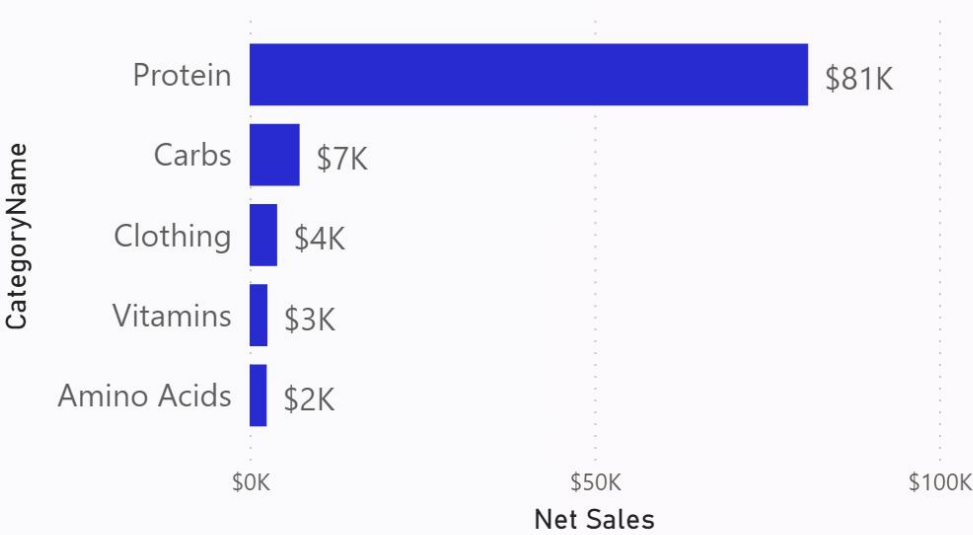
Av Unit Price and Av Unit Cost by Year and Month



Gross Margin % by CategoryName and SubcategoryName



Net Sales by CategoryName



Month

- ☐ January
- ☐ February
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SubcategoryName x

Gross Margi...  
14.52%

BCAA

41.22%

Casein Protein

40.42%

Gainer

40.39%

Gloves

39.41%

Jerseys

39.06%

Tights

37.69%

Vests

35.36%

Whey Protein

-127.79%

Month

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Key influencers    Top segments



What influences Gross Margin % to Decrease ?

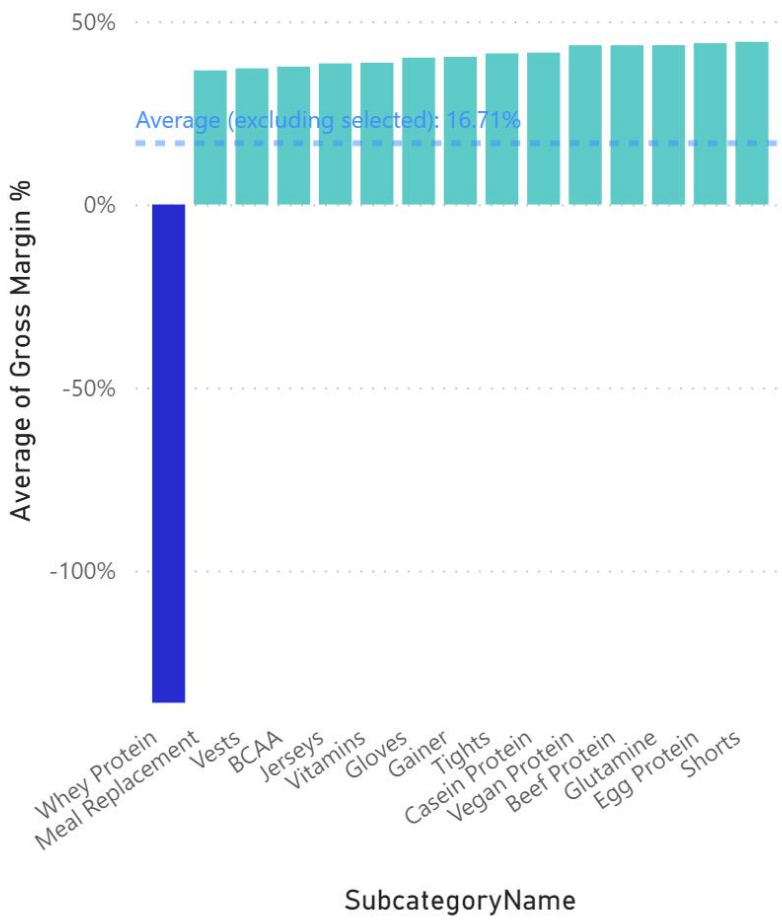
When...

....the average of Gross Margin % decreases by

SubcategoryName is Whey Protein

176.03%

← Gross Margin % is more likely to decrease when SubcategoryName is Whey Protein than otherwise (on average).



☐ Only show values that are influencers

- B2B SALES ANALYSIS REPORT

There was a drastic drop in the gross margin percent (14.52%) in the month of may, June 2013 in the south eastern region, the sub category egg protein (44.76%) had the highest discount % at this time, with Amino Acid(41.34%) as the highest category Name..The city Belo Horizonte(47.64%) ,Supplement store (47.64%),protein(47.64%),5lbs(47.64%)are the city name,business type,category name,product size that has the highest sales despite the drop in the gross margin.

This decrease is caused by the little difference between the the average unit price and the average unit cost  
Comparing this with the highest gross margin % ,there was a drastic increase in the gross margin (78.4% )in September and November 2013 in the south eastern region with egg protein (85.83%) has the highest as the highest category Name..The city Belo Horizonte(85.92%) ,Supplement store (85.92%),protein(85.92%),5lbs(85.92%)are the city name,business type,category name,product size

## RECOMMENDATION

There is need to increase the average unit cost by more than 100 percent of the unit price to get an increase in percentage gross margin.