



# Revenue & Margin Analysis

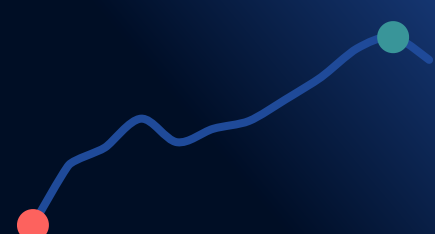
Decomposition  
Tree Analysis

Key  
Influencers



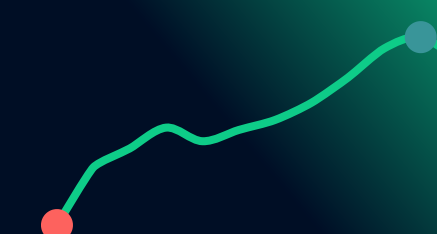
\$9.682M

Revenue



\$4.019M

Gross Margin

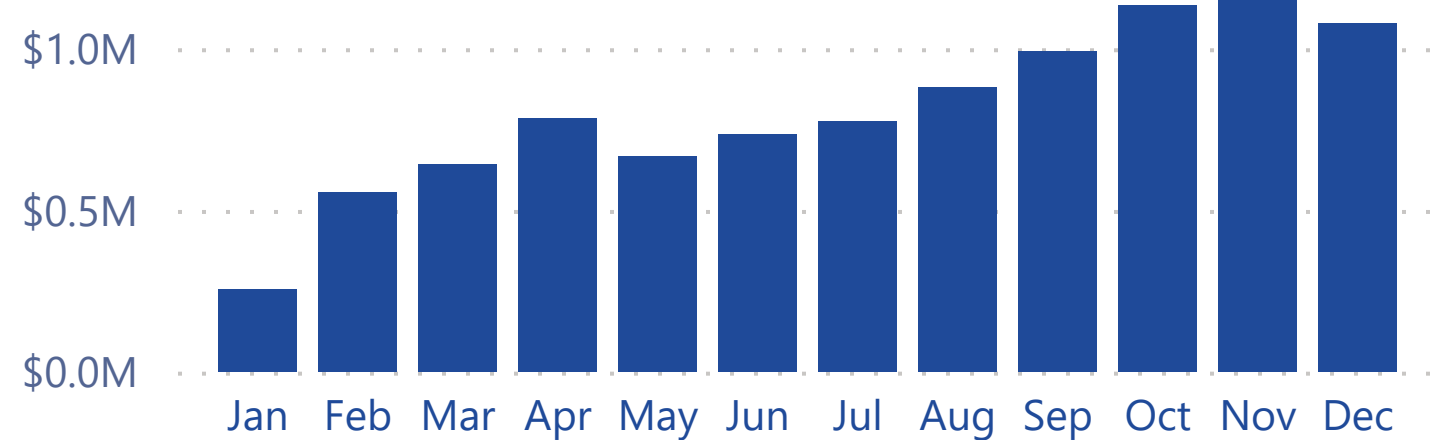


42%

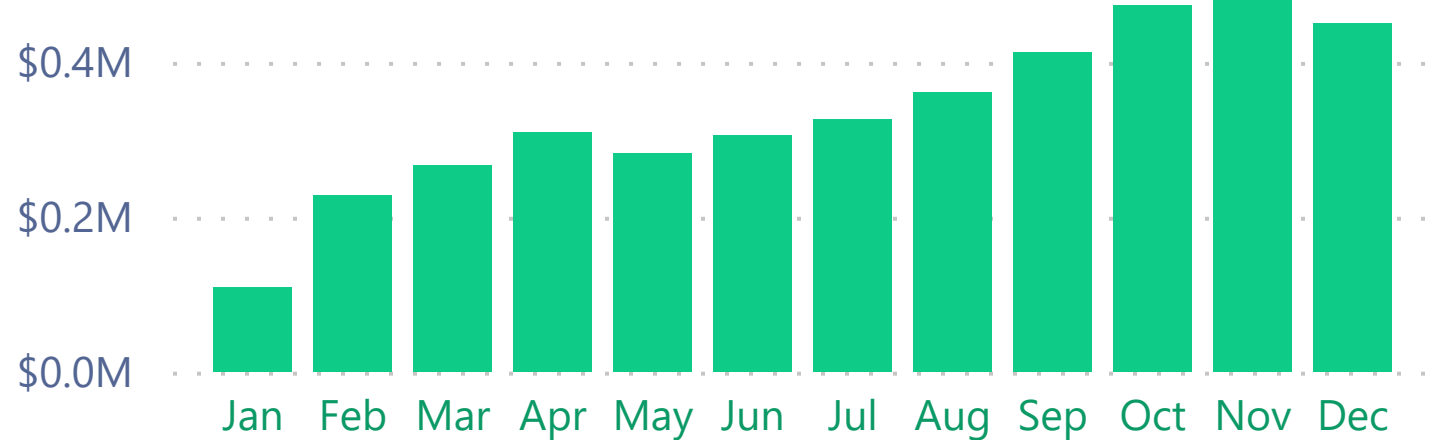
% of GM



Revenue by Month Short



Gross Margin by Month Short

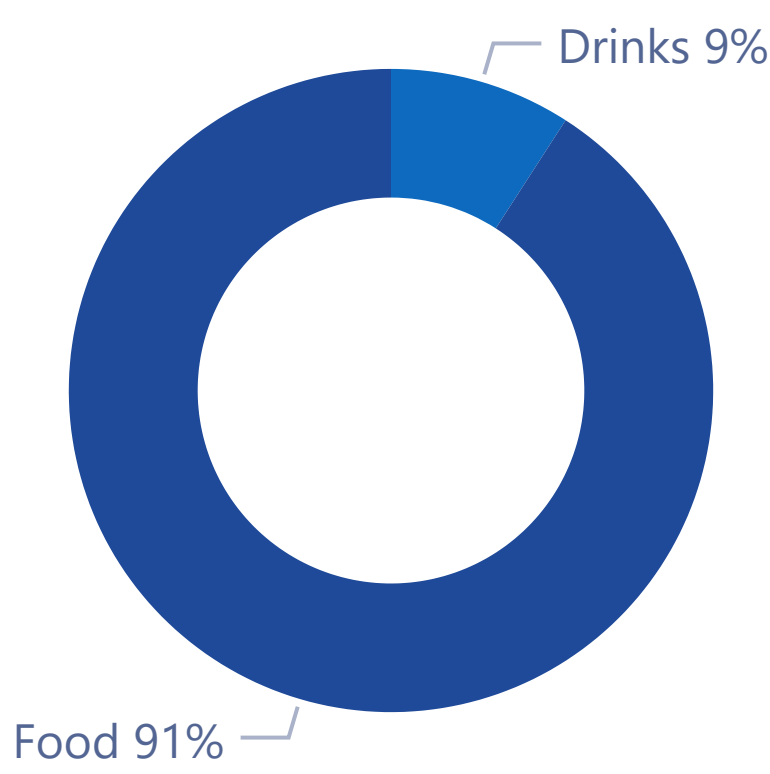


% of GM by Month Short

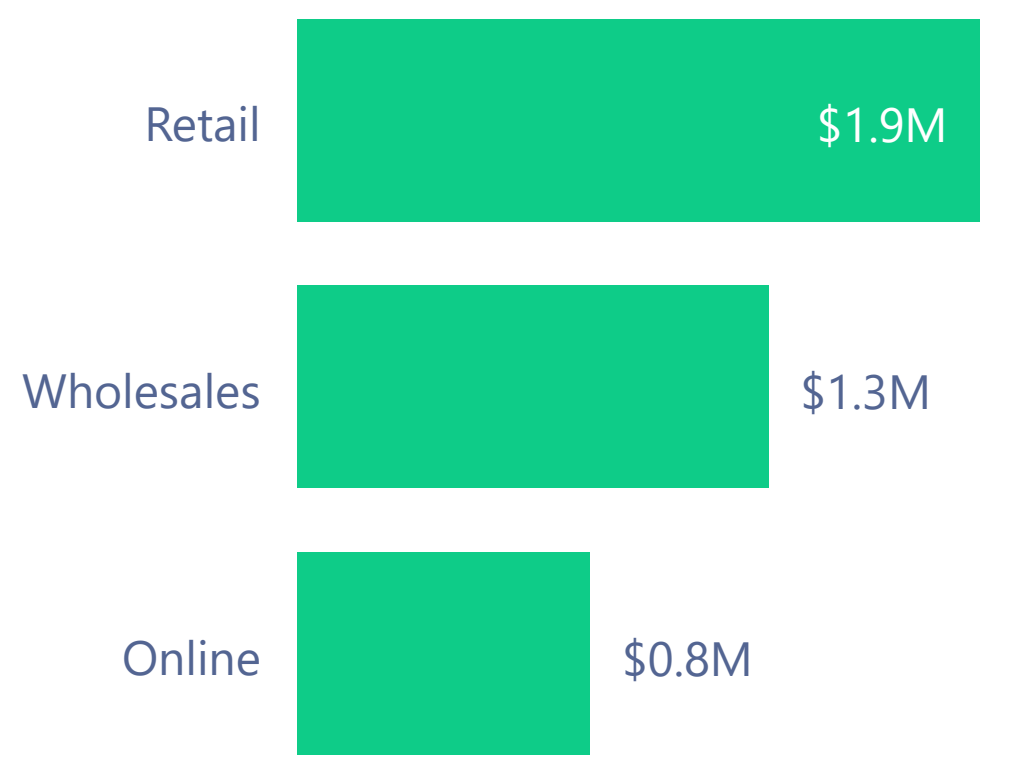


Supplier	Revenue	Gross Margin	% of GM
+ Two Brothers Mill	\$5,124,316	\$1,907,750	37%
+ Saint Rose Food	\$2,344,964	\$1,023,608	44%
+ Kappa Drinks	\$878,548	\$495,336	56%
+ King Coffee	\$857,316	\$365,097	43%
+ Sweets Wholesale	\$476,384	\$227,055	48%
Total	\$9,681,527	\$4,018,847	42%

Revenue by Category



Gross Margin by Sales Team



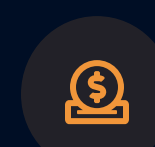


# Income Statement



\$10M

Revenue



\$6M

Costs



\$2M

Expenses



\$2M

Operating Income

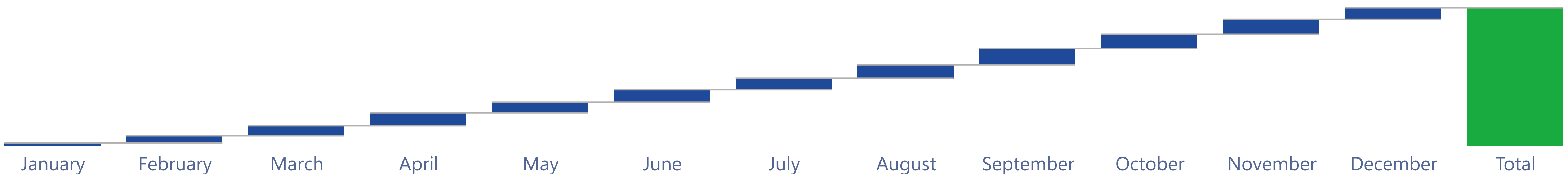


22.4%

% of Op. Income

## Operating Income by Month

● Increase ● Decrease ● Total



Month Name	January			February			March			April			May		
Header Account	PnL	VA	HA	PnL	VA	HA	PnL	VA	HA	PnL	VA	HA	PnL	VA	HA
⊕ GROSS REVENUE	\$256,569	100.0%		\$555,492	100.0%	↑ 116.5%	\$641,542	100.0%	↑ 15.5%	\$784,661	100.0%	↑ 22.3%	\$667,868	100.0%	↓ -14.9%
⊕ (-) Cost of Sales	(\$148,107)	-57.7%		(\$327,834)	-59.0%	↓ -121.4%	(\$374,851)	-58.4%	↓ -14.3%	(\$474,886)	-60.5%	↓ -26.7%	(\$386,192)	-57.8%	↑ 18.7%
⊕ GROSS MARGIN	\$108,462	42.3%		\$227,657	41.0%	↑ 109.9%	\$266,691	41.6%	↑ 17.1%	\$309,776	39.5%	↑ 16.2%	\$281,676	42.2%	↓ -9.1%
⊕ (-) Operating Expenses	(\$70,388)	-27.4%		(\$111,287)	-20.0%	↓ -58.1%	(\$112,778)	-17.6%	↓ -1.3%	(\$107,849)	-13.7%	↑ 4.4%	(\$108,783)	-16.3%	-0.9%
⊕ OPERATING INCOME	\$38,074	14.8%		\$116,370	20.9%	↑ 205.6%	\$153,913	24.0%	↑ 32.3%	\$201,927	25.7%	↑ 31.2%	\$172,893	25.9%	↓ -14.4%

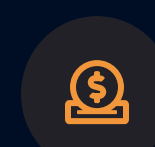


# Financial Simulator



\$5M

VAR Revenue



\$4M

VAR Costs



(\$647K)

VAR Expenses



\$3M

VAR Income



116.6%

VAR Income %

If we change the Qty of Items by:

30%

30.0%

If we change the Unit Price by:

20%

20.0%

What  
IF?

If we change the Product Costs by:

25%

25.0%

If we change the Expenses by:

-35%

-35.0%

Month Name	January			February			March			April			May		
Header Account	PnL	VA	HA	PnL	VA	HA	PnL	VA	HA	PnL	VA	HA	PnL	VA	HA
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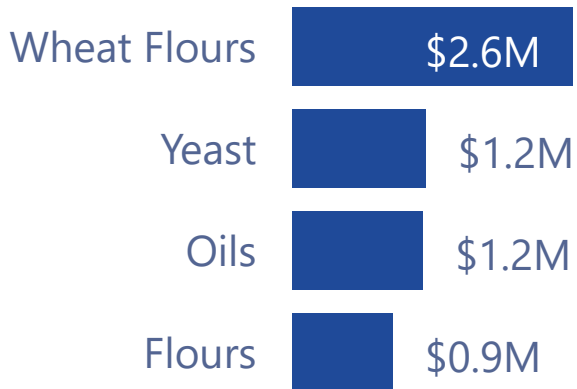
Orders Details

Order Date	Due Date	Category	Group	Product	Supplier	Salesperson	Supervisor	Team	Qty Items	Revenue	Costs	Gross Margin
1/1/2019	1/10/2019	Drinks	Sugarcane Liquor	Product 2106	Kappa Drinks	Roshan Jeffery	Benn Pitt	Wholesales	1	\$79	\$39	\$40
1/2/2019	1/10/2019	Drinks	Sugarcane Liquor	Product 2107	Kappa Drinks	Tyrique Atkins	Lorenzo Haas	Retail	2	\$159	\$72	\$87
1/2/2019	1/16/2019	Drinks	Sugarcane Liquor	Product 2105	Kappa Drinks	Tyrique Atkins	Lorenzo Haas	Retail	2	\$171	\$78	\$94
1/2/2019	1/18/2019	Drinks	Sugarcane Liquor	Product 1925	Kappa Drinks	Roshan Jeffery	Benn Pitt	Wholesales	2	\$174	\$84	\$90
1/2/2019	1/18/2019	Drinks	Sugarcane Liquor	Product 2393	Kappa Drinks	King Landry	Benn Pitt	Wholesales	10	\$115	\$53	\$62
1/2/2019	1/22/2019	Drinks	Sugarcane Liquor	Product 2103	Kappa Drinks	Tyrique Atkins	Lorenzo Haas	Retail	2	\$154	\$74	\$81
1/2/2019	1/22/2019	Drinks	Sugarcane Liquor	Product 2392	Kappa Drinks	Tyrique Atkins	Lorenzo Haas	Retail	3	\$262	\$123	\$139
1/2/2019	1/23/2019	Drinks	Sugarcane Liquor	Product 2392	Kappa Drinks	Kayan Walters	Rudi Chung	Online	1	\$95	\$41	\$54
1/2/2019	1/26/2019	Drinks	Sugarcane Liquor	Product 2392	Kappa Drinks	Roshan Jeffery	Benn Pitt	Wholesales	1	\$80	\$41	\$39
1/2/2019	1/27/2019	Drinks	Sugarcane Liquor	Product 2392	Kappa Drinks	Shahid Duran	Maci Pena	Retail	1	\$95	\$41	\$54
1/2/2019	1/29/2019	Drinks	Sugarcane Liquor	Product 2394	Kappa Drinks	King Landry	Benn Pitt	Wholesales	2	\$127	\$55	\$71
1/2/2019	2/1/2019	Drinks	Sugarcane Liquor	Product 2392	Kappa Drinks	Tyrique Atkins	Lorenzo Haas	Retail	3	\$269	\$123	\$146
Total									13,407	\$655,289	\$290,833	\$364,456

## Month: April

*Operational Revenue* was **\$9,681,527** this month, with a difference of \$9,681,527 () over last month. The Top Selling Product Group was Wheat Flours, with 26.5% of the sale of all products.

### Revenue by Group



### Revenue by Team



## Month: April

*Gross Margin* was **\$4,018,847** this month, with a difference of \$4,018,847 () over last month. The best Product Group was Wheat Flours, with 20.1% of the gross margin of all products.

### Gross Margin by Group

Wheat Flours	\$0.81M
Yeast	\$0.68M
Oils	\$0.57M
Sugarcane ...	\$0.36M

### Gross Margin by Team

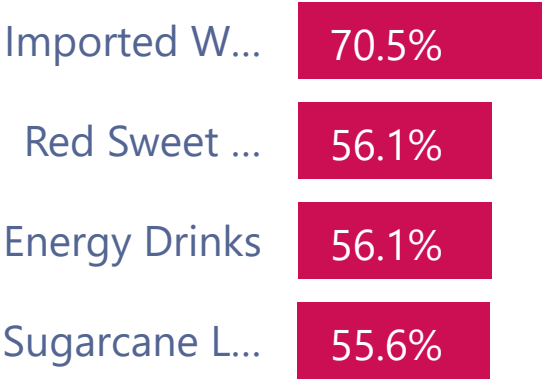
Retail	\$1.9M
Wholesales	\$1.3M
Online	\$0.8M



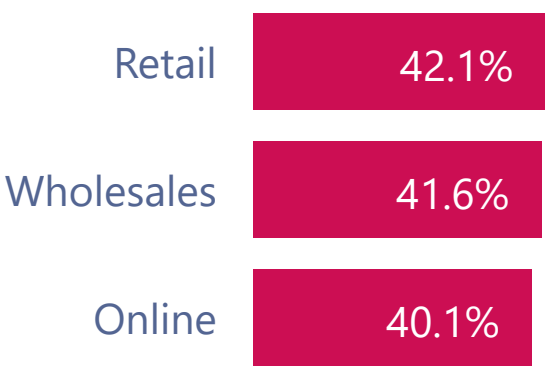
# Month: April

*Gross Margin* was **41.5 %** this month, with a difference of 41.5 % over last month. The best Product Group was Imported Wine, with 70.5 % of gross margin.

## % of GM by Group



## % of GM by Team





# Revenue & Margin Analysis

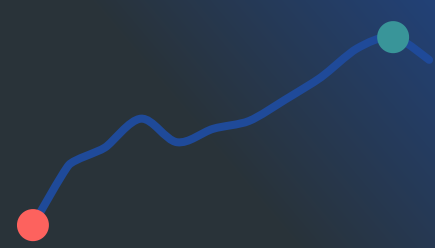
Decomposition  
Tree Analysis

Key  
Influencers



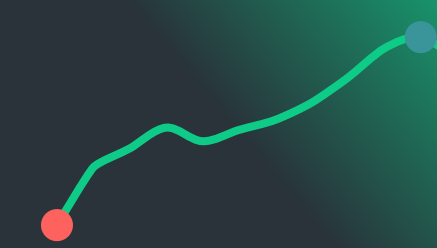
\$9.682M

Revenue



\$4.019M

Gross Margin

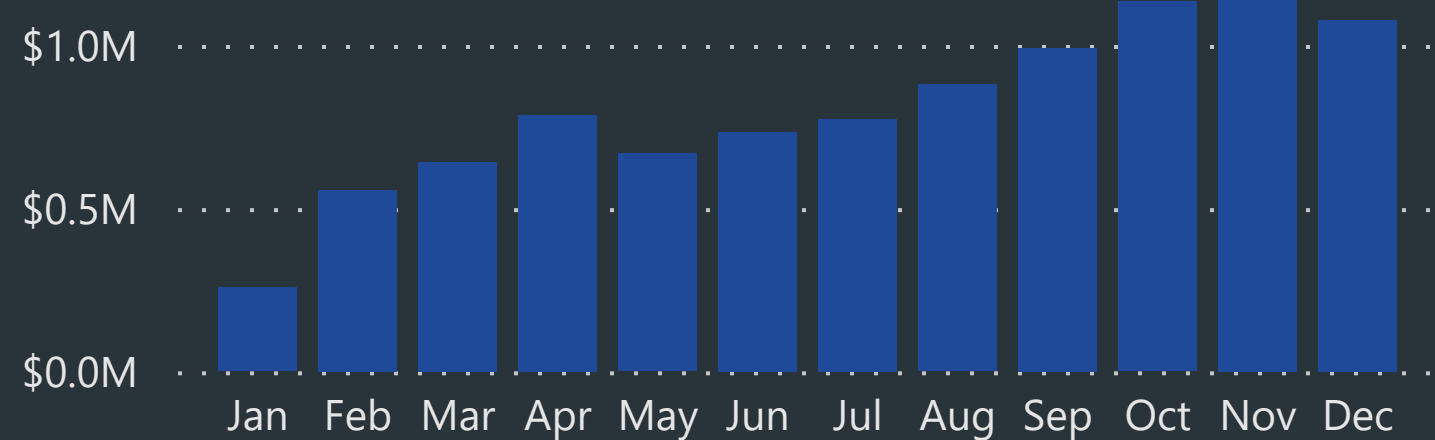


42%

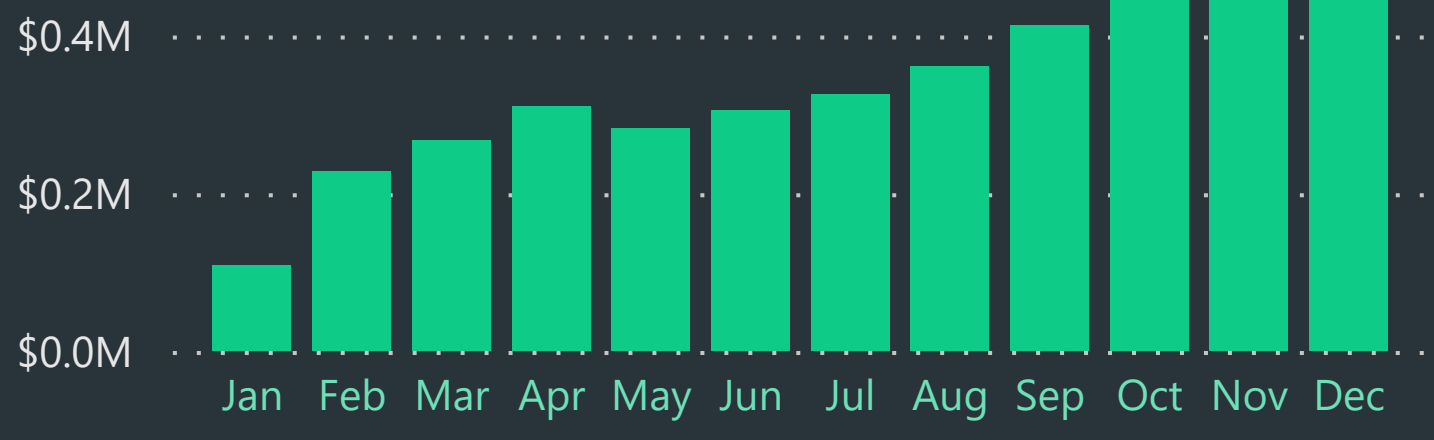
% of GM



Revenue by Month Short



Gross Margin by Month Short

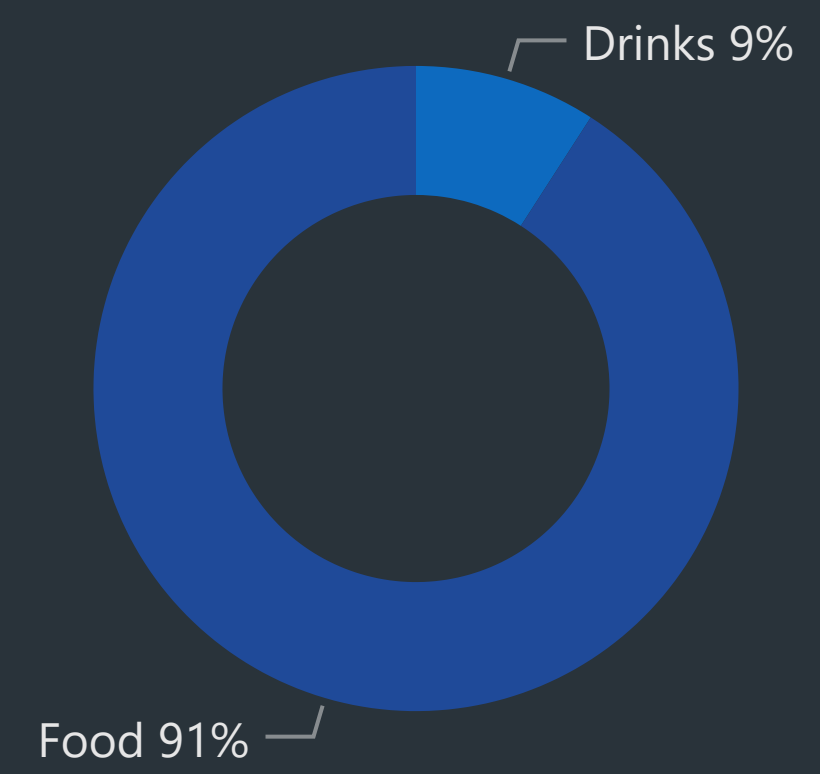


% of GM by Month Short

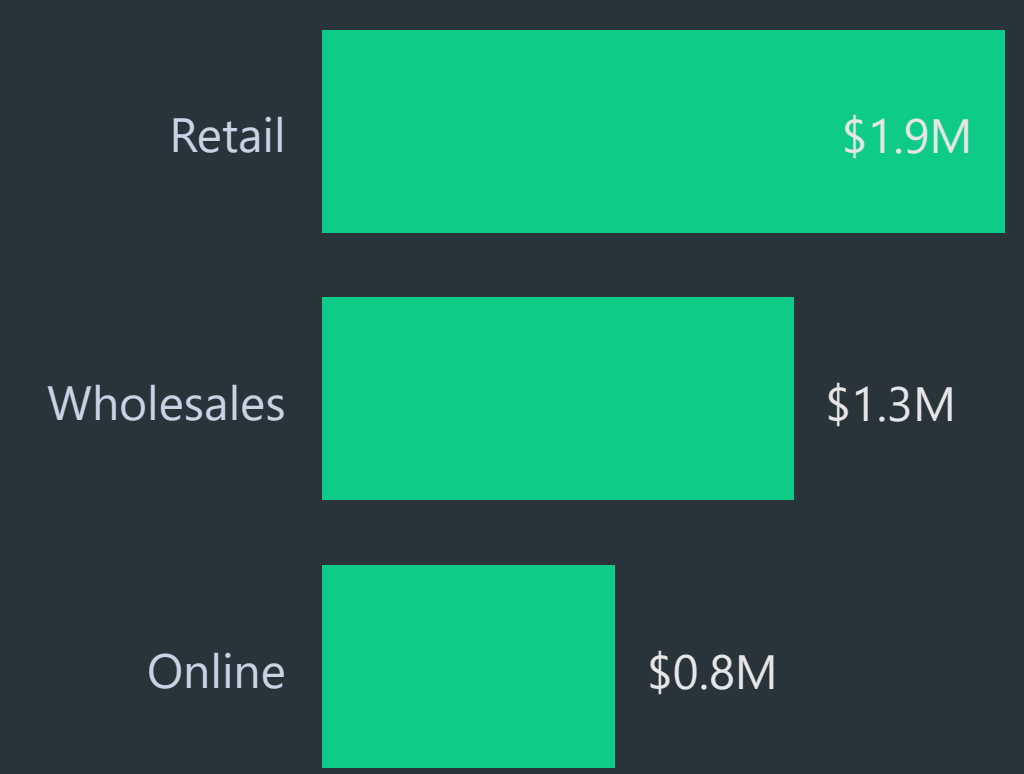


Supplier	Revenue	Gross Margin	% of GM
Two Brothers Mill	\$5,124,316	\$1,907,750	37%
Saint Rose Food	\$2,344,964	\$1,023,608	44%
Kappa Drinks	\$878,548	\$495,336	56%
King Coffee	\$857,316	\$365,097	43%
Sweets Wholesale	\$476,384	\$227,055	48%
Total	\$9,681,527	\$4,018,847	42%

Revenue by Category



Gross Margin by Sales Team





>>

Income Statement

\$10M  
Revenue

\$6M  
Costs

\$2M  
Expenses

\$2M  
Operating Income

22.4%  
% of Op. Income

Operating Income by Month

● Increase ● Decrease ● Total

Month	Operating Income
January	\$0.0M
February	\$0.1M
March	\$0.2M
April	\$0.2M
May	\$0.2M
June	\$0.2M
July	\$0.2M
August	\$0.2M
September	\$0.3M
October	\$0.2M
November	\$0.2M
December	\$0.2M
Total	\$2.2M

Month Name	January			February			March			April			May		
Header Account	PnL	VA	HA	PnL	VA	HA	PnL	VA	HA	PnL	VA	HA	PnL	VA	HA
⊕ GROSS REVENUE	\$256,569	100.0%		\$555,492	100.0%	↑ 116.5%	\$641,542	100.0%	↑ 15.5%	\$784,661	100.0%	↑ 22.3%	\$667,868	100.0%	↓ -14.9%
⊕ (-) Cost of Sales	(\$148,107)	-57.7%		(\$327,834)	-59.0%	↓ -121.4%	(\$374,851)	-58.4%	↓ -14.3%	(\$474,886)	-60.5%	↓ -26.7%	(\$386,192)	-57.8%	↑ 18.7%
⊕ GROSS MARGIN	\$108,462	42.3%		\$227,657	41.0%	↑ 109.9%	\$266,691	41.6%	↑ 17.1%	\$309,776	39.5%	↑ 16.2%	\$281,676	42.2%	↓ -9.1%
⊕ (-) Operating Expenses	(\$70,388)	-27.4%		(\$111,287)	-20.0%	↓ -58.1%	(\$112,778)	-17.6%	↓ -1.3%	(\$107,849)	-13.7%	↑ 4.4%	(\$108,783)	-16.3%	-0.9%
⊕ OPERATING INCOME	\$38,074	14.8%		\$116,370	20.9%	↑ 205.6%	\$153,913	24.0%	↑ 32.3%	\$201,927	25.7%	↑ 31.2%	\$172,893	25.9%	↓ -14.4%



\$0  
VAR Revenue

\$0  
VAR Costs

\$0  
VAR Expenses

\$0  
VAR Income

0.0%  
VAR Income %

If we change the Qty of Items by:  

0%

If we change the Unit Price by:  

0%

What  
IF?

If we change the Product Costs by:  

0%

If we change the Expenses by:  

0%

Month Name	January			February			March			April			May	
Header Account	PnL	PnL Scenario	VAR %	PnL	PnL Scenario	VAR %	PnL	PnL Scenario	VAR %	PnL	PnL Scenario	VAR %	PnL	PnL S
⊕ GROSS REVENUE	\$256,569	\$256,569	0.0%	\$555,492	\$555,492	0.0%	\$641,542	\$641,542	0.0%	\$784,661	\$784,661	0.0%	\$667,868	\$
⊕ (-) Cost of Sales	(\$148,107)	(\$148,107)	0.0%	(\$327,834)	(\$327,834)	0.0%	(\$374,851)	(\$374,851)	0.0%	(\$474,886)	(\$474,886)	0.0%	(\$386,192)	(\$
⊕ GROSS MARGIN	\$108,462	\$108,462	0.0%	\$227,657	\$227,657	0.0%	\$266,691	\$266,691	0.0%	\$309,776	\$309,776	0.0%	\$281,676	\$
⊕ (-) Operating Expenses	(\$70,388)	(\$70,388)	0.0%	(\$111,287)	(\$111,287)	0.0%	(\$112,778)	(\$112,778)	0.0%	(\$107,849)	(\$107,849)	0.0%	(\$108,783)	(\$
⊕ OPERATING INCOME	\$38,074	\$38,074	0.0%	\$116,370	\$116,370	0.0%	\$153,913	\$153,913	0.0%	\$201,927	\$201,927	0.0%	\$172,893	\$



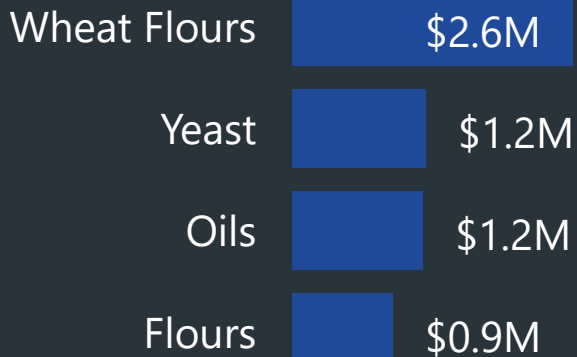
# Orders Details

Order Date	Due Date	Category	Group	Product	Supplier	Salesperson	Supervisor	Team	Qty Items	Revenue	Costs	Gross Margin
1/1/2019	1/8/2019	Food	Flours	Product 1603	Two Brothers Mill	Roshan Jeffery	Benn Pitt	Wholesales	3	\$23	\$15	\$8
1/1/2019	1/8/2019	Food	Oils	Product 1830	Saint Rose Food	Ffion Richardson	Maci Pena	Retail	11	\$18	\$9	\$9
1/1/2019	1/8/2019	Food	Oils	Product 2233	Saint Rose Food	Kayan Walters	Rudi Chung	Online	10	\$13	\$7	\$6
1/1/2019	1/8/2019	Food	Oils	Product 835	Saint Rose Food	Shahid Duran	Maci Pena	Retail	9	\$15	\$8	\$7
1/1/2019	1/8/2019	Food	Popcorn	Product 1154	Saint Rose Food	Ffion Richardson	Maci Pena	Retail	6	\$19	\$12	\$7
1/1/2019	1/8/2019	Food	Popcorn	Product 1154	Saint Rose Food	Shahid Duran	Maci Pena	Retail	6	\$18	\$12	\$7
1/1/2019	1/8/2019	Food	Spices	Product 1074	Saint Rose Food	King Landry	Benn Pitt	Wholesales	6	\$60	\$37	\$23
1/1/2019	1/8/2019	Food	Spices	Product 118	Saint Rose Food	King Landry	Benn Pitt	Wholesales	27	\$77	\$48	\$29
1/1/2019	1/8/2019	Food	Spices	Product 1468	Saint Rose Food	King Landry	Benn Pitt	Wholesales	24	\$102	\$66	\$36
1/1/2019	1/8/2019	Food	Spices	Product 1530	Saint Rose Food	Kayan Walters	Rudi Chung	Online	6	\$27	\$18	\$9
1/1/2019	1/8/2019	Food	Wheat Flours	Product 202	Two Brothers Mill	Shahid Duran	Maci Pena	Retail	24	\$38	\$24	\$14
1/1/2019	1/8/2019	Food	Wheat Flours	Product 2279	Two Brothers Mill	Shahid Duran	Maci Pena	Retail	14	\$60	\$34	\$27
1/1/2019	1/8/2019	Food	Wheat Flours	Product 235	Two Brothers Mill	Shahid Duran	Maci Pena	Retail	30	\$32	\$18	\$13
1/1/2019	1/8/2019	Food	Wheat Flours	Product 2445	Two Brothers Mill	King Landry	Benn Pitt	Wholesales	24	\$44	\$24	\$20
1/1/2019	1/8/2019	Food	Yeast	Product 2255	Two Brothers Mill	Roshan Jeffery	Benn Pitt	Wholesales	48	\$26	\$10	\$16
1/1/2019	1/8/2019	Food	Yeast	Product 257	Two Brothers Mill	King Landry	Benn Pitt	Wholesales	30	\$146	\$61	\$85
1/1/2019	1/8/2019	Food	Yeast	Product 272	Two Brothers Mill	Roshan Jeffery	Benn Pitt	Wholesales	20	\$38	\$16	\$22
1/1/2019	1/9/2019	Food	Horticulture	Product 2024	Saint Rose Food	King Landry	Benn Pitt	Wholesales	5	\$15	\$7	\$8
1/1/2019	1/9/2019	Food	Oils	Product 1049	Saint Rose Food	Roshan Jeffery	Benn Pitt	Wholesales	9	\$15	\$7	\$8
1/1/2019	1/9/2019	Food	Wheat Flours	Product 1767	Two Brothers Mill	Fintan Knott	Patrycja	Retail	12	\$51	\$30	\$22
Total									3,648,220	\$9,681,527	\$5,662,680	\$4,018,847

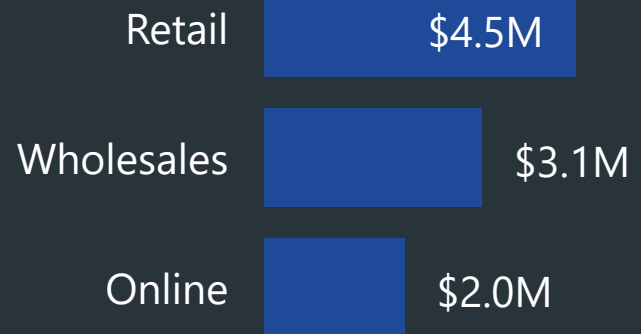
## Month: April

*Operational Revenue* was **\$9,681,527** this month, with a difference of \$9,681,527 () over last month. The Top Selling Product Group was Wheat Flours, with 26.5% of the sale of all products.

### Revenue by Group



### Revenue by Team



## Month: April

*Gross Margin* was **\$4,018,847** this month, with a difference of \$4,018,847 () over last month. The best Product Group was Wheat Flours, with 20.1% of the gross margin of all products.

### Gross Margin by Group

Wheat Flours \$0.81M

Yeast \$0.68M

Oils \$0.57M

Sugarcane ... \$0.36M

### Gross Margin by Team

Retail \$1.9M

Wholesales \$1.3M

Online \$0.8M

# Month: April

*Gross Margin* was **41.5 %** this month, with a difference of 41.5 % over last month. The best Product Group was Imported Wine, with 70.5 % of gross margin.

## % of GM by Group

Imported W...	70.5%
Red Sweet ...	56.1%
Energy Drinks	56.1%
Sugarcane L...	55.6%

## % of GM by Team

Retail	42.1%
Wholesales	41.6%
Online	40.1%