

Best-Selling Products Q1 2022

Report Content

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1. Revenue and Profit Generated

Prism's top 5 items that generated the most revenue and profit from April – June, ordered by profit descending. When calculating revenue and profit separately, results showed the same top 5 items.

Item ID	Item Brand	Item Name	Total Revenue Q1	Total Profit Q1
1133750	Calvin Klein	postman bag	£15,250.00	£5,862.60
1098219	Adidas	Lifestyle shoes	£9,580.00	£4,245.50
1101533	Reebok	lifestyle shoes	£10,950.00	£3,821.50
998104	Burberry	perfume	£7,110.00	£3,650.40
1079246	Nike	running shoes	£8,742.50	£3,203.40

2. Gross Profit Margin

This table shows the top 5 items with the highest Profit Margin between April and June 2022.

Item ID	Item Brand	Item Name	Total Revenue Q1	Profit Margin Percentage (%)
1097816	Prism	Socks	£5.00	82.0
1135245	Prism	Kimono	£20.00	81.0
1136495	Prism	T-shirt	£1,380.00	80.0
1044067	Prism	Sleeveless	£106.00	80.0
1047525	Prism	Sleeveless	£168.00	80.0

3. High-Cost Items with Low Sales

The workbook below includes all of Prism's products which meet either of the following criteria:

- never sold
- cost greater than £10

or

- have only sold fewer than 3
- no sales in the last quarter
- cost greater than £50

The total costs table shows that these items identified have cost Prism over £150'000. This cost is not accounting for the quantity of items in stock and as such can be assumed to be significantly higher.

[High cost low sales.xlsx](#)

Top 5 highest cost items

Item ID	Item Brand	Item Name	Cost
920619	De'Longhi	Coffee Machine	£653.20
1012884	Smeg	Juicer	£615.50
1076673	Smeg	Coffee Machine	£561.50
1012919	Smeg	Mixer	£457.20
1012921	Smeg	Mixer	£412.00