

ONYX
DATA

Financial Performance Analysis

Fitness Company



FINANCIAL DASHBOARD

Overview

Revenue

Expense

Clear all slicers

All

- ☐ Jan
- ☐ Feb
- ☐ Mar
- ☐ Apr
- ☐ May
- ☐ Jun
- ☐ Jul
- ☐ Aug
- ☐ Sep
- ☐ Oct
- ☐ Nov
- ☐ Dec

- ☐ Qtr 1
- ☐ Qtr 2
- ☐ Qtr 3
- ☐ Qtr 4

Revenue
\$17.56M

Gross Profit
\$10.85M

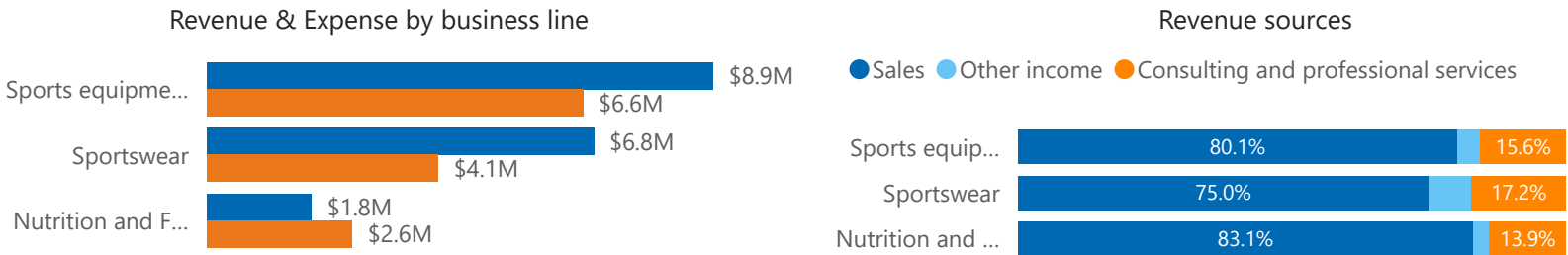
Net Profit/Loss
\$4.31M

%Net Profit Margin
24.57%

%Gross Profit Margin
61.78%

Overview: YTD The total revenue generated is **\$17.56 million**. The gross profit amounts to **\$10.85 million**, has a net profit of **\$4.31 million**. These metrics indicate a strong profitability with a significant portion of revenue being converted into gross (**61.78%**) and net profit (**24.57%**) with three main line: **Sportswear, Sport equipment, Nutrition and Food**.

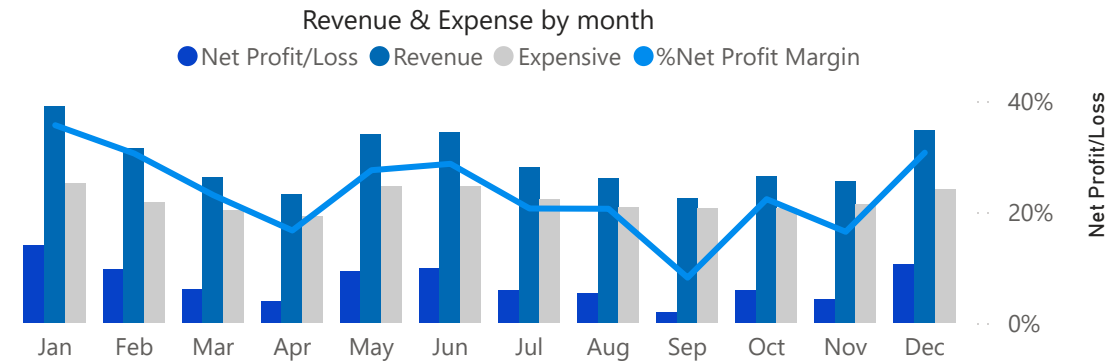
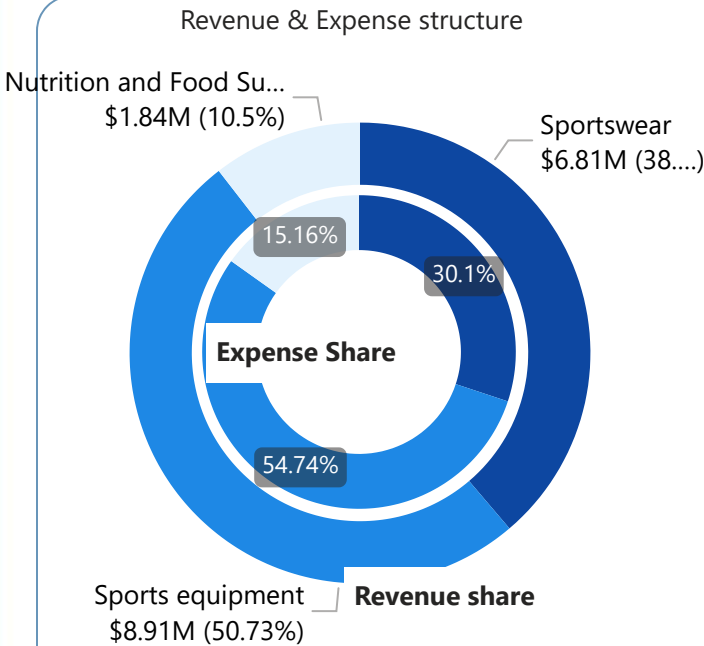
	Nutrition and Food Supplements	Sports equipment	Sportswear	Summary
Financial Index				
Revenue	\$1,843,620	\$8,908,500	\$6,807,700	\$17,559,820
COGS	(\$1,017,300)	(\$3,674,200)	(\$2,020,000)	(\$6,711,500)
Gross Profit	\$826,320	\$5,234,300	\$4,787,700	\$10,848,320
Opex	(\$1,395,200)	(\$2,533,600)	(\$1,676,000)	(\$5,604,800)
EBIT	(\$568,880)	\$2,700,700	\$3,111,700	\$5,243,520
Interest & Tax	(\$144,000)	(\$410,500)	(\$374,900)	(\$929,400)
Net Profit/Loss	(\$712,880)	\$2,290,200	\$2,736,800	\$4,314,120
Profit Margin				
%Gross Profit Margin	44.82%	58.76%	70.33%	61.78%
%Opex Margin	75.68%	28.44%	24.62%	31.92%
%Net Profit Margin	-38.67%	25.71%	40.20%	24.57%



Highlight: Despite positive overall net profitability at 24.57%, the company's performance across its business lines varies significantly.

- **Sports Equipment** is the leading revenue generator (**\$8.9M - 50.7%**) , followed by **Sportswear (\$6.8M - 38.8%)** and lastly, **Nutrition and Food Supplements** contributes the least (**\$1.8M - 10.5%**)
- **Sportswear** demonstrates strong business **efficiency** and profitability, as indicated by its high Gross and Net Profit Margins.
- **Sports Equipment** follows, with relatively effective management and a positive contribution to profitability.

Issues: However, the **Nutrition and Food Supplements** segment is currently underperforming, recording a **negative Net Profit Margin**. The **disproportionately Opex** percentage suggests **inefficiencies in operational cost management leading to a net loss. Revenue \$ 1.8M but loss \$0.7M**



Revenue Structure:

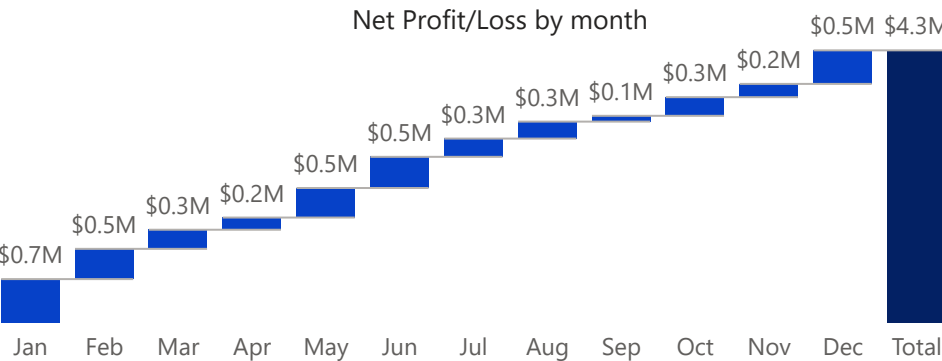
- Sales activities are the main source of revenue across all segments. Consulting and professional services contribute an average of 15% to total revenue.

Cost and Revenue Structure:

- The majority of expenses are allocated to the Sports Equipment segment (54.74%), while the revenue from this segment just accounts for 50.73%.
- Nutrition and Food Supplements contribute 10% to the revenue but are currently recording a loss. The cost proportion is relatively high at 15%, indicating inefficiencies in cost management.
- Total expenses remain stable throughout the months without significant fluctuations.

Net Profit Trends:

- The company's net profit did not record any losses in 2023.
- Net profit peaked in May, June, December, and January due to increased consumer demand during the long summer and winter holidays.
- The net profit growth is uneven, with a near standstill observed in September 2023.





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Clear all slicers

All

Jan

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Oct

Nov

Dec

Qtr 1

Qtr 2

Qtr 3

Qtr 4

REVENUE - ANALYSIS

Revenue
\$1.84M

Gross Profit
\$0.83M

Net Profit/Loss
(\$0.71M)

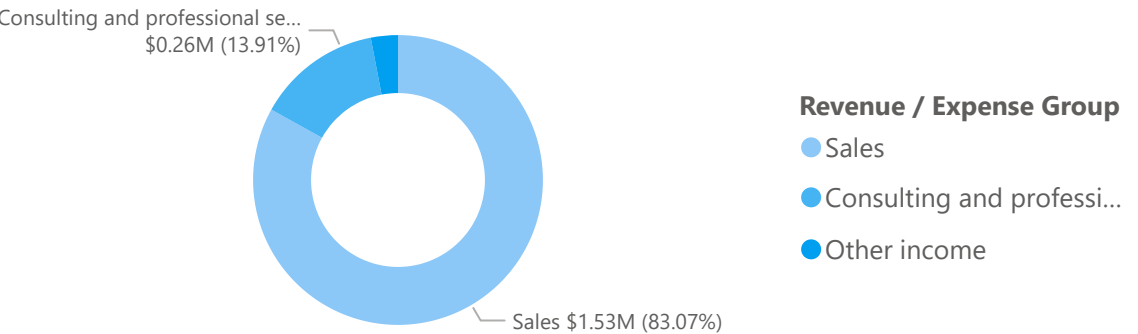
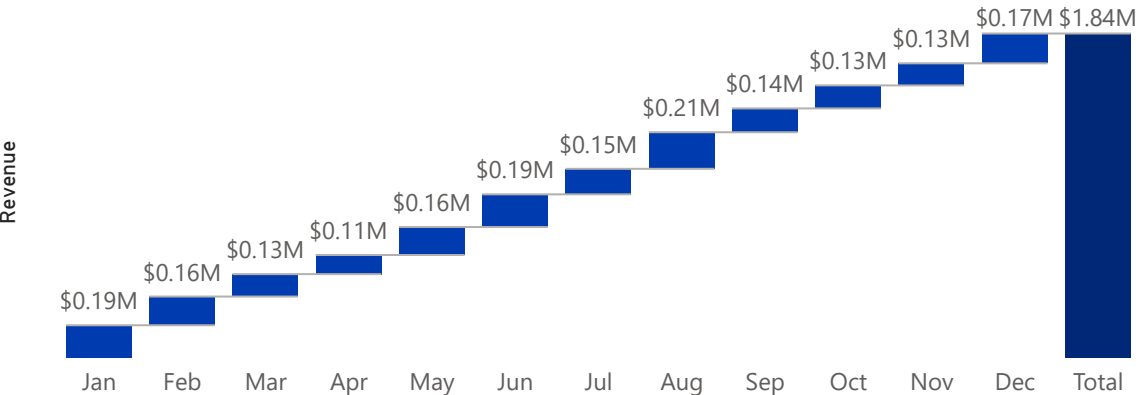
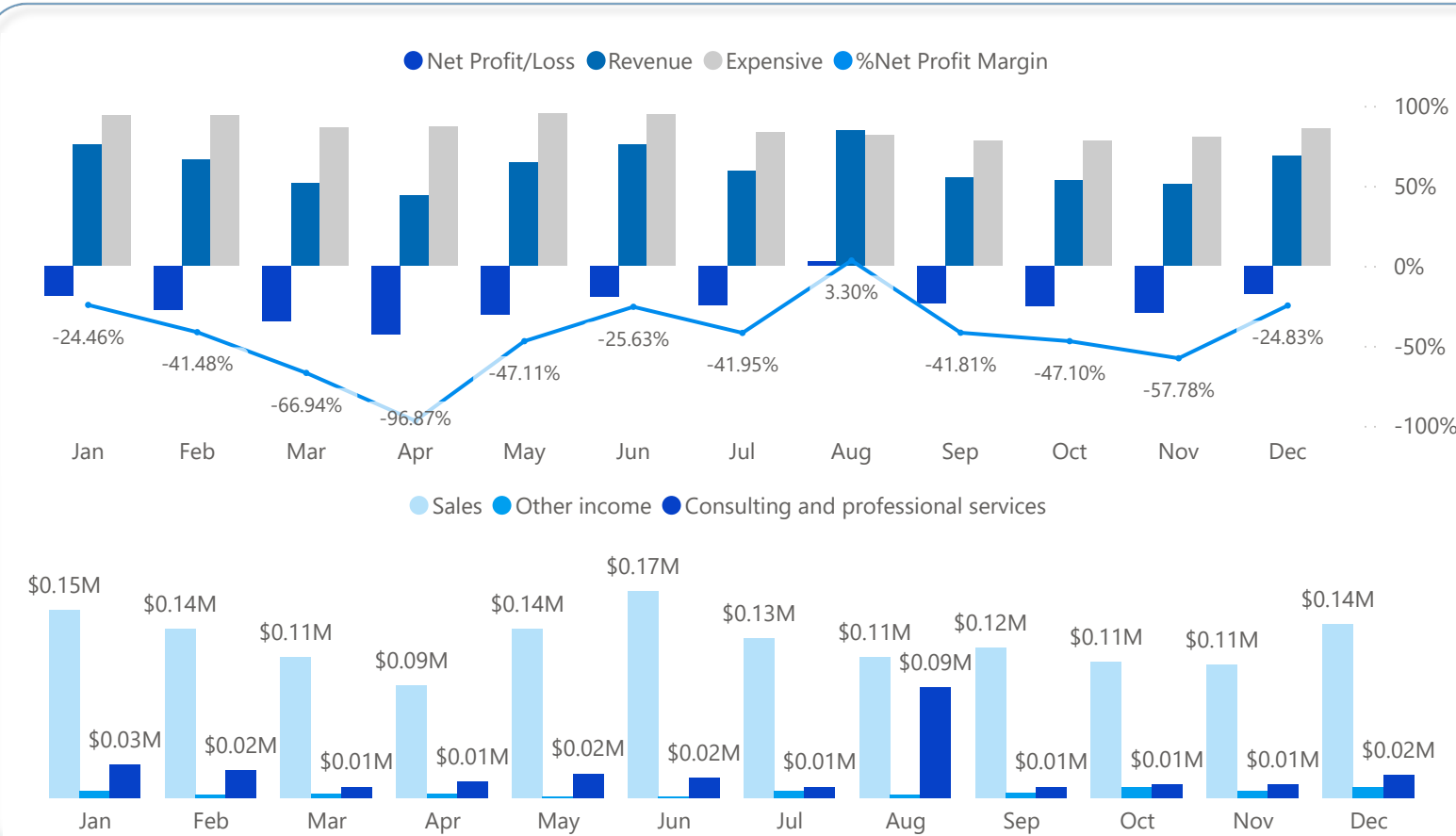
%Net Profit Margin
-38.67%

%Gross Profit Margin
44.82%

Quarter	Qtr 1				Qtr 2					
	Jan	Feb	Mar	Summary	Apr	May	Jun	Summary	Jul	Aug
Financial Index										
Revenue	\$186,000	\$163,200	\$127,350	\$476,550	\$108,600	\$159,000	\$185,700	\$453,300	\$145,050	\$207,750
COGS	(\$94,000)	(\$93,400)	(\$90,700)	(\$278,100)	(\$91,900)	(\$94,300)	(\$94,000)	(\$280,200)	(\$76,900)	(\$76,900)
Gross Profit	\$92,000	\$69,800	\$36,650	\$198,450	\$16,700	\$64,700	\$91,700	\$173,100	\$68,150	\$130,850
Opex	(\$125,500)	(\$125,500)	(\$109,900)	(\$360,900)	(\$109,900)	(\$127,600)	(\$127,300)	(\$364,800)	(\$117,000)	(\$112,000)
EBIT	(\$33,500)	(\$55,700)	(\$73,250)	(\$162,450)	(\$93,200)	(\$62,900)	(\$35,600)	(\$191,700)	(\$48,850)	\$18,850
Interest & Tax	(\$12,000)	(\$12,000)	(\$12,000)	(\$36,000)	(\$12,000)	(\$12,000)	(\$12,000)	(\$36,000)	(\$12,000)	(\$12,000)
Net Profit/Loss	(\$45,500)	(\$67,700)	(\$85,250)	(\$198,450)	(\$105,200)	(\$74,900)	(\$47,600)	(\$227,700)	(\$60,850)	\$6,850
Profit Margin										
%Gross Profit Margin	49.46%	42.77%	28.78%	41.64%	15.38%	40.69%	49.38%	38.19%	46.98%	62.98%
%Opex Margin	67.47%	76.90%	86.30%	75.73%	101.20%	80.25%	68.55%	80.48%	80.66%	53.91%
%Net Profit Margin	-24.46%	-41.48%	-66.94%	-41.64%	-96.87%	-47.11%	-25.63%	-50.23%	-41.95%	3.30%

Nutrition and Food Supplements:

- Monthly revenue shows little fluctuation, remaining stable between \$0.13M and \$0.17M.
- The majority of the annual revenue comes from sales and consulting activities.
- The **highest revenue** was recorded in **August at \$0.21M**, which was also **the only month** where the business generated a **profit**. All other months reported losses.
- In August, there was a **sudden increase in revenue** from the **consulting and professional service**, accounting for **43%—a tenfold increase** compared to the previous month. This was the primary reason for the profit recorded in August.





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Qtr 1

Qtr 2

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REVENUE - ANALYSIS

Nutrition

Sport Equipment

Sportswear

Revenue

\$8.91M

Gross Profit

\$5.23M

Net Profit/Loss

\$2.29M

%Net Profit Margin

25.71%

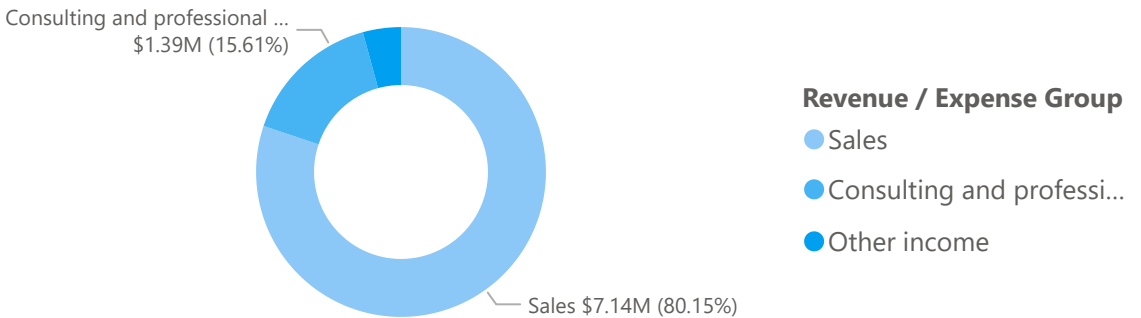
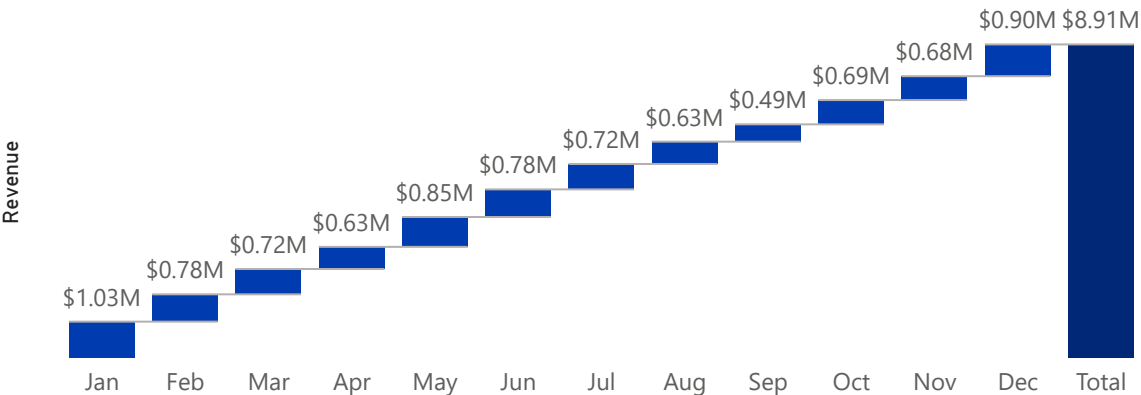
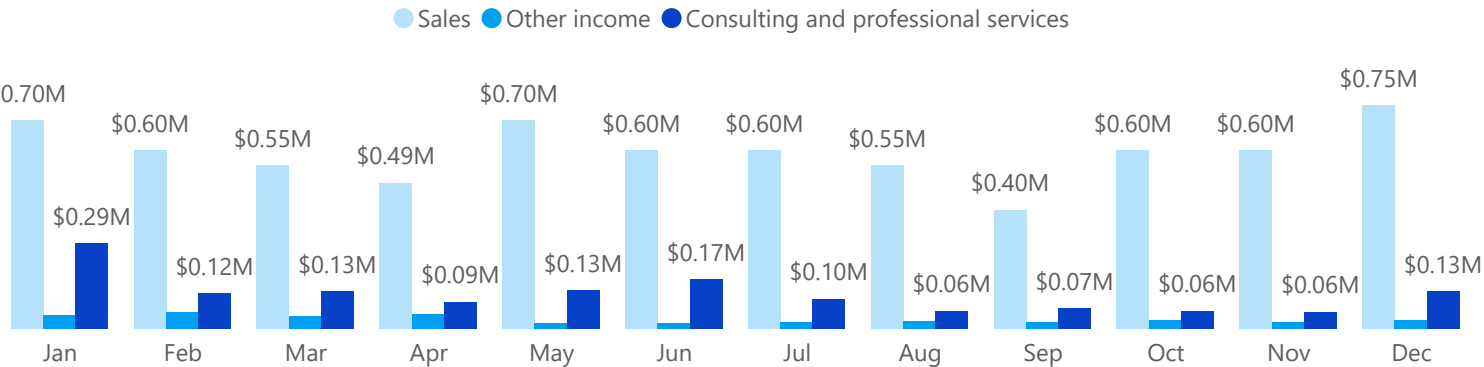
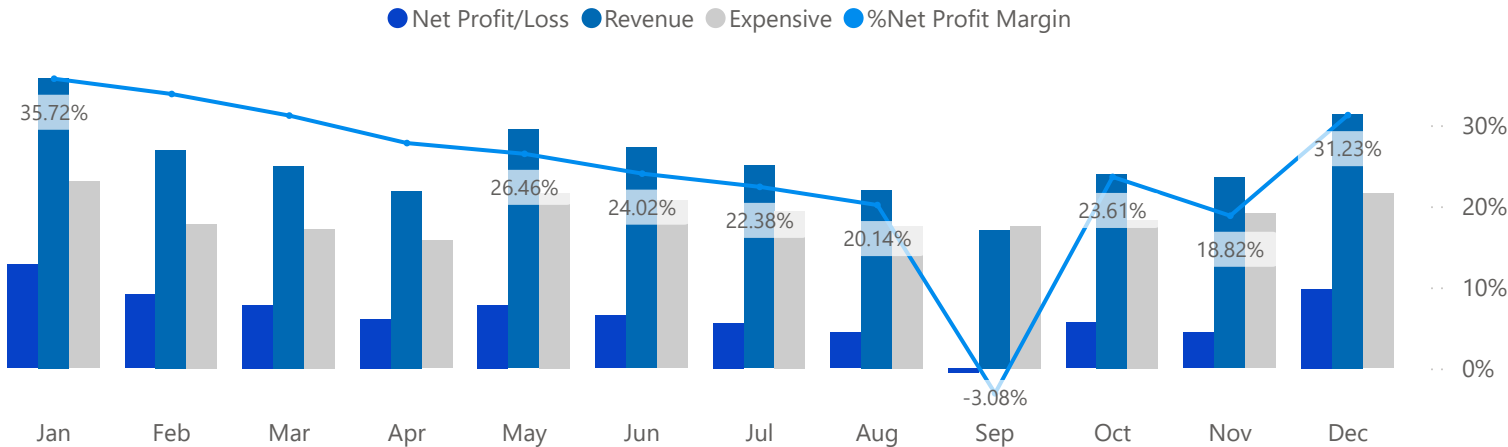
%Gross Profit Margin

58.76%

Quarter	Qtr 1				Qtr 2					
	Jan	Feb	Mar	Summary	Apr	May	Jun	Summary	Jul	Aug
Financial Index										
Revenue	\$1,033,000	\$775,500	\$719,500	\$2,528,000	\$629,500	\$848,500	\$784,500	\$2,262,500	\$721,500	\$634,600
COGS	(\$408,600)	(\$254,600)	(\$271,800)	(\$935,000)	(\$241,000)	(\$359,600)	(\$353,600)	(\$954,200)	(\$324,000)	(\$290,000)
Gross Profit	\$624,400	\$520,900	\$447,700	\$1,593,000	\$388,500	\$488,900	\$430,900	\$1,308,300	\$397,500	\$344,600
Opex	(\$206,400)	(\$210,000)	(\$186,400)	(\$602,800)	(\$186,400)	(\$222,600)	(\$220,800)	(\$629,800)	(\$209,000)	(\$193,000)
EBIT	\$418,000	\$310,900	\$261,300	\$990,200	\$202,100	\$266,300	\$210,100	\$678,500	\$188,500	\$151,600
Interest & Tax	(\$49,000)	(\$48,500)	(\$37,000)	(\$134,500)	(\$27,200)	(\$41,800)	(\$21,700)	(\$90,700)	(\$27,000)	(\$23,800)
Net Profit/Loss	\$369,000	\$262,400	\$224,300	\$855,700	\$174,900	\$224,500	\$188,400	\$587,800	\$161,500	\$127,800
Profit Margin										
%Gross Profit Margin	60.45%	67.17%	62.22%	63.01%	61.72%	57.62%	54.93%	57.83%	55.09%	54.30%
%Opex Margin	19.98%	27.08%	25.91%	23.84%	29.61%	26.23%	28.15%	27.84%	28.97%	30.41%
%Net Profit Margin	35.72%	33.84%	31.17%	33.85%	27.78%	26.46%	24.02%	25.98%	22.38%	20.14%

Sports Equipment:

- Accounts for the majority of the company's total revenue (**50.73%**).
- 80%** of the revenue comes from **sales**.
- The highest revenue was recorded in January (\$1.03M). **Revenue** is subject to **seasonality**, with higher sales during **May-June** and **December-January**, coinciding with summer and winter holidays when product demand increases.
- Inefficient cost management led to an **unexpected loss in September** 2023, following a continuous **downward trend in revenue from May to September**.





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- ☐ Qtr 4

REVENUE - ANALYSIS

Nutrition

Sport Equipment

Sportswear

Revenue
\$6.81M

Gross Profit
\$4.79M

Net Profit/Loss
\$2.74M

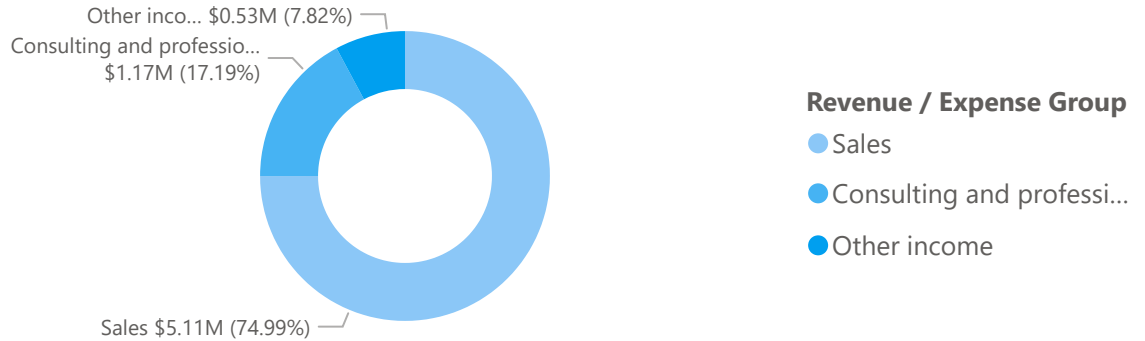
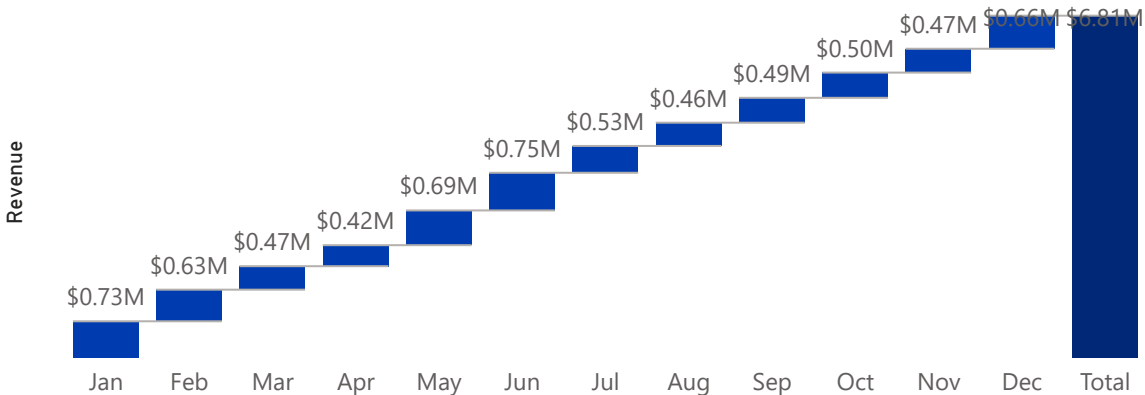
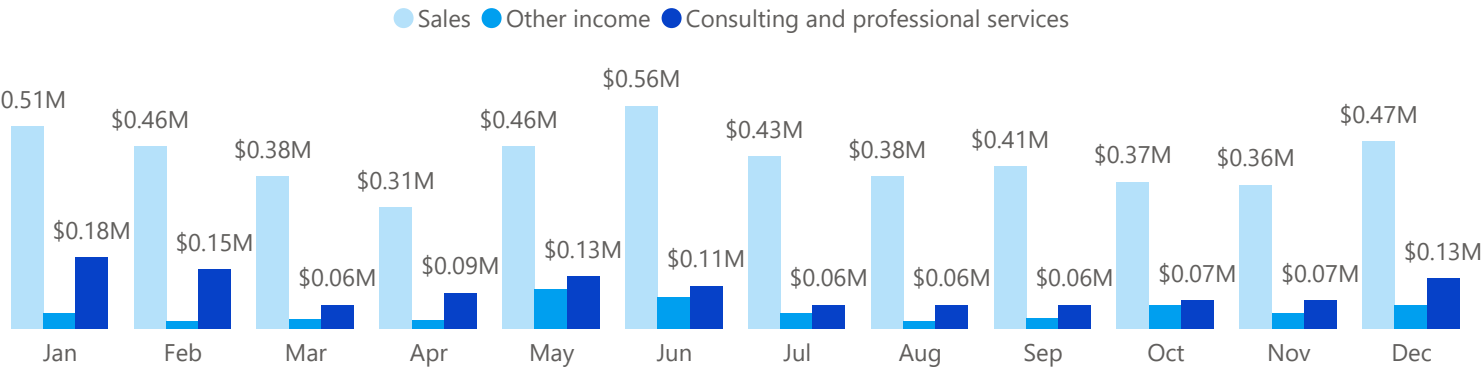
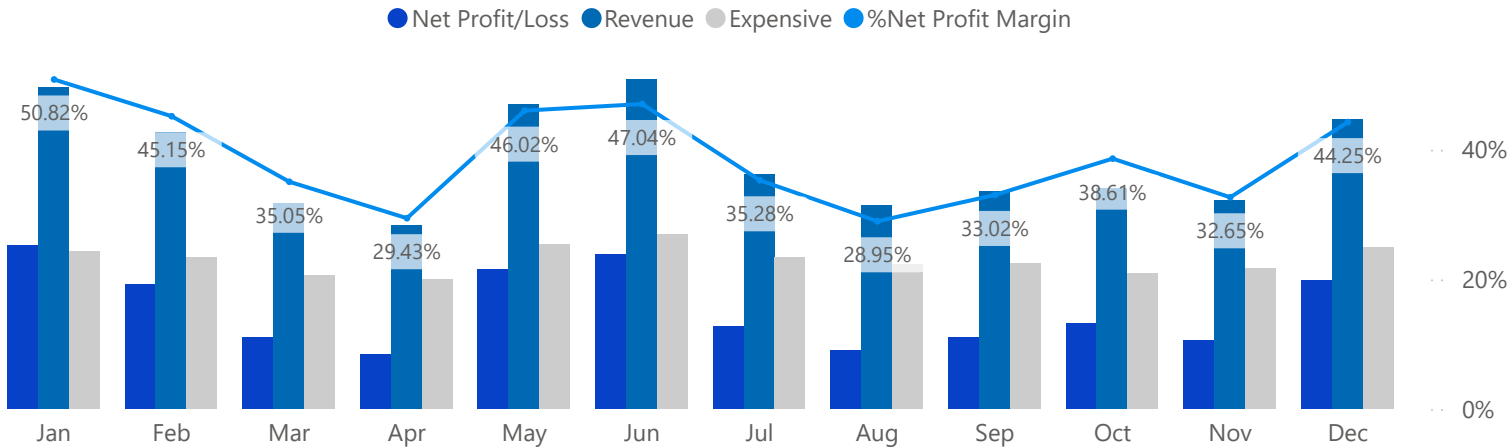
%Net Profit Margin
40.20%

%Gross Profit Margin
70.33%

Quarter	Qtr 1				Qtr 2					
	Jan	Feb	Mar	Summary	Apr	May	Jun	Summary	Jul	Aug
Financial Index										
Revenue	\$730,000	\$629,000	\$466,500	\$1,825,500	\$418,000	\$691,000	\$749,000	\$1,858,000	\$533,500	\$462,500
COGS	(\$160,000)	(\$159,000)	(\$151,000)	(\$470,000)	(\$150,000)	(\$188,000)	(\$187,000)	(\$525,000)	(\$180,000)	(\$180,000)
Gross Profit	\$570,000	\$470,000	\$315,500	\$1,355,500	\$268,000	\$503,000	\$562,000	\$1,333,000	\$353,500	\$282,500
Opex	(\$147,000)	(\$147,000)	(\$125,000)	(\$419,000)	(\$125,000)	(\$154,000)	(\$153,000)	(\$432,000)	(\$135,000)	(\$130,000)
EBIT	\$423,000	\$323,000	\$190,500	\$936,500	\$143,000	\$349,000	\$409,000	\$901,000	\$218,500	\$152,500
Interest & Tax	(\$52,000)	(\$39,000)	(\$27,000)	(\$118,000)	(\$20,000)	(\$31,000)	(\$56,700)	(\$107,700)	(\$30,300)	(\$18,600)
Net Profit/Loss	\$371,000	\$284,000	\$163,500	\$818,500	\$123,000	\$318,000	\$352,300	\$793,300	\$188,200	\$133,900
Profit Margin										
%Gross Profit Margin	78.08%	74.72%	67.63%	74.25%	64.11%	72.79%	75.03%	71.74%	66.26%	61.08%
%Opex Margin	20.14%	23.37%	26.80%	22.95%	29.90%	22.29%	20.43%	23.25%	25.30%	28.11%
%Net Profit Margin	50.82%	45.15%	35.05%	44.84%	29.43%	46.02%	47.04%	42.70%	35.28%	28.95%

Sportswear:

- The **most profitable** segment of the company.
- The **net profit margin** is **strong**, fluctuating around **40%**, with a peak of **50.8% in January**.
- **Revenue** is subject to **seasonality**, with higher sales during May-June and December-January, coinciding with summer and winter holidays when product demand increases.
- Revenue is **diversified**: it does not rely on sales alone. Consulting accounts for 17.1%, and other sources contribute 7.82%.





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All

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Qtr 1

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Qtr 3

Qtr 4

EXPENSE - ANALYSIS

Expensive

\$13.2M



COGS

\$6.7M



Opex

\$5.6M



%Opex Margin

31.92%

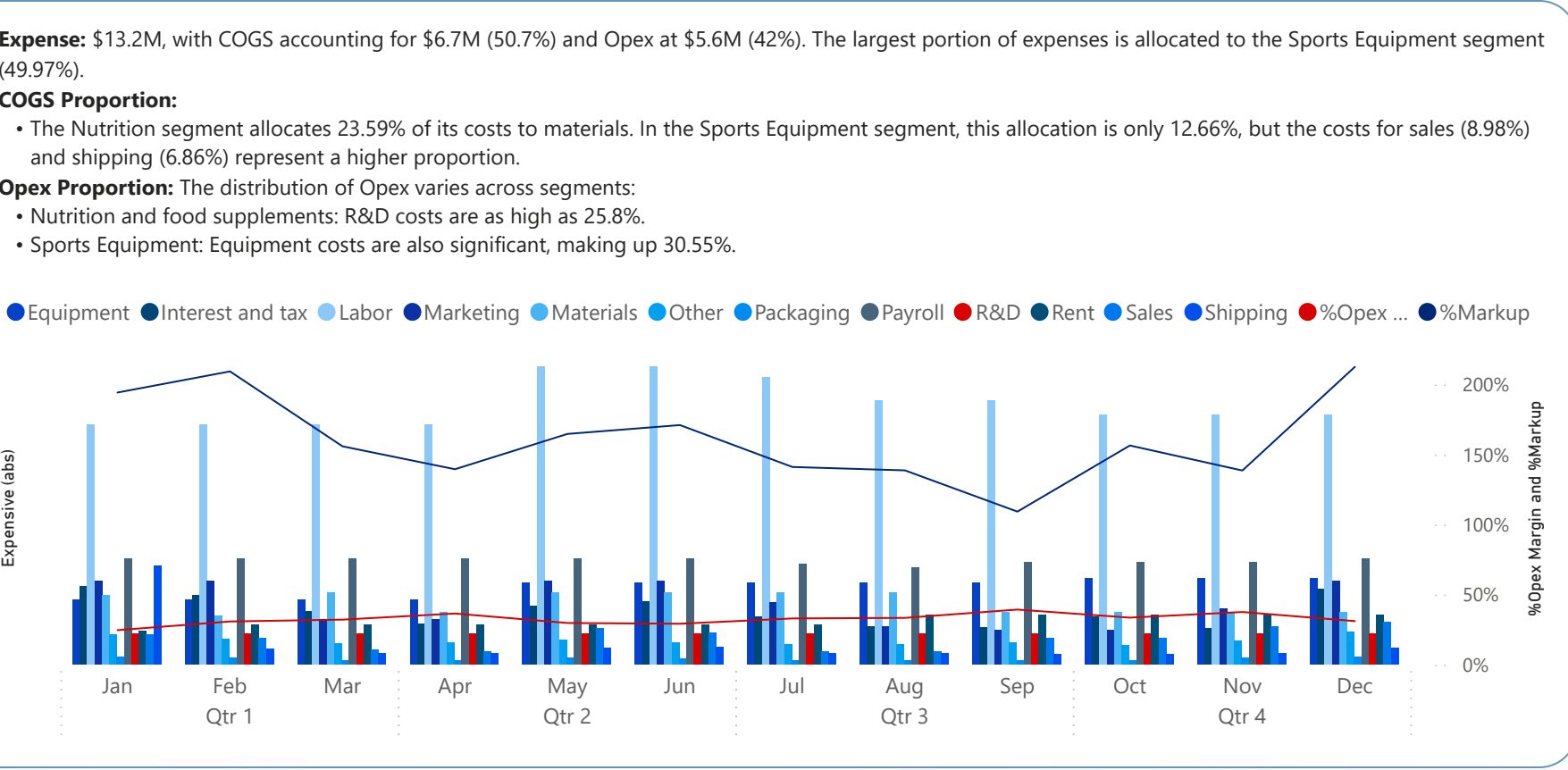
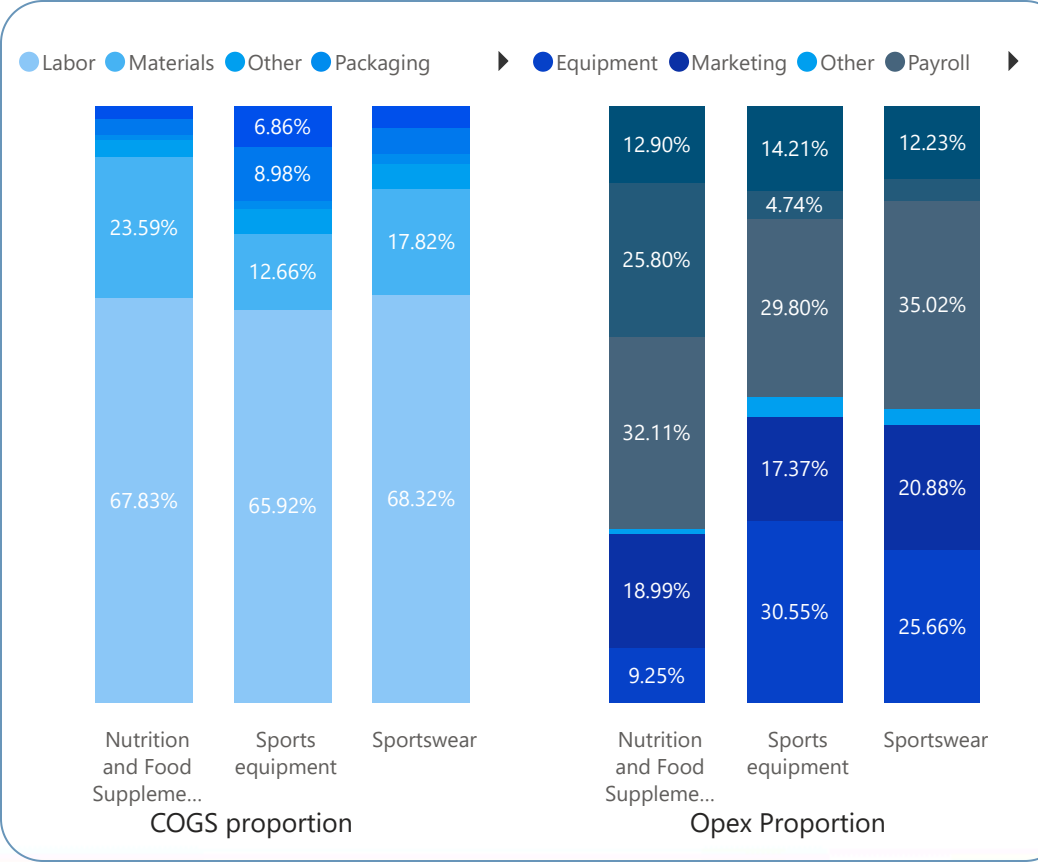
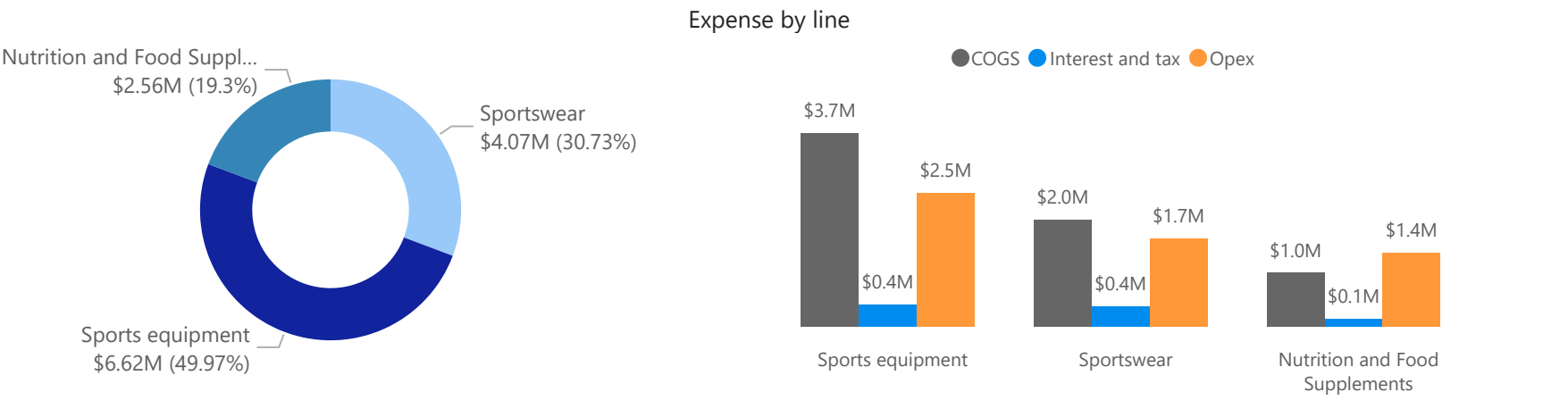


%Markup

161.64%



Month_text	COGS	Interest & Tax	Opex	EBIT	%Opex Margin	%Markup
Jan	(\$662,600)	(\$113,000)	(\$478,900)	\$807,500	24.57%	194.14%
Feb	(\$507,000)	(\$99,500)	(\$482,500)	\$578,200	30.78%	209.21%
Mar	(\$513,500)	(\$76,000)	(\$421,300)	\$378,550	32.08%	155.76%
Apr	(\$482,900)	(\$59,200)	(\$421,300)	\$251,900	36.44%	139.41%
May	(\$641,900)	(\$84,800)	(\$504,200)	\$552,400	29.69%	164.61%
Jun	(\$634,600)	(\$90,400)	(\$501,100)	\$583,500	29.15%	170.91%
Jul	(\$580,900)	(\$69,300)	(\$461,000)	\$358,150	32.93%	141.01%
Aug	(\$546,900)	(\$54,400)	(\$435,000)	\$322,950	33.34%	138.59%
Sep	(\$535,900)	(\$53,300)	(\$440,100)	\$144,890	39.26%	109.16%
Oct	(\$515,900)	(\$68,300)	(\$443,200)	\$363,375	33.51%	156.34%
Nov	(\$535,700)	(\$52,500)	(\$479,400)	\$262,430	37.53%	138.48%
Dec	(\$553,700)	(\$108,700)	(\$536,800)	\$639,675	31.03%	212.48%
Total	(\$6,711,500)	(\$929,400)	(\$5,604,800)	\$5,243,520	31.92%	161.64%





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EXPENSE - ANALYSIS

Expensive

\$2.6M



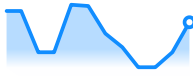
COGS

\$1.0M



Opex

\$1.4M



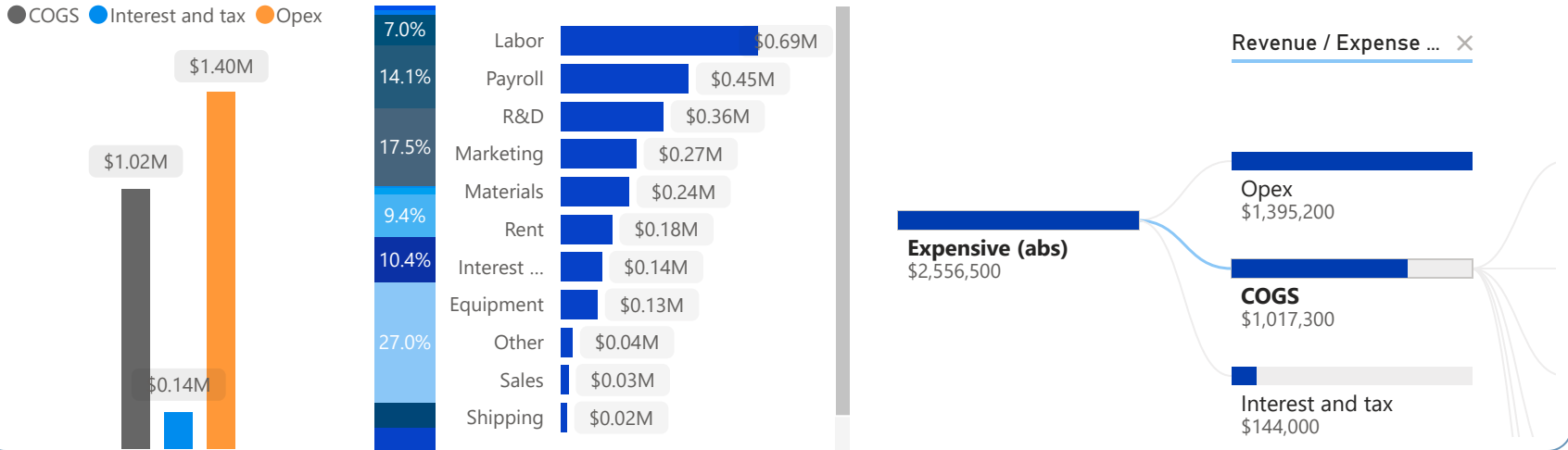
%Opex Margin

75.68%



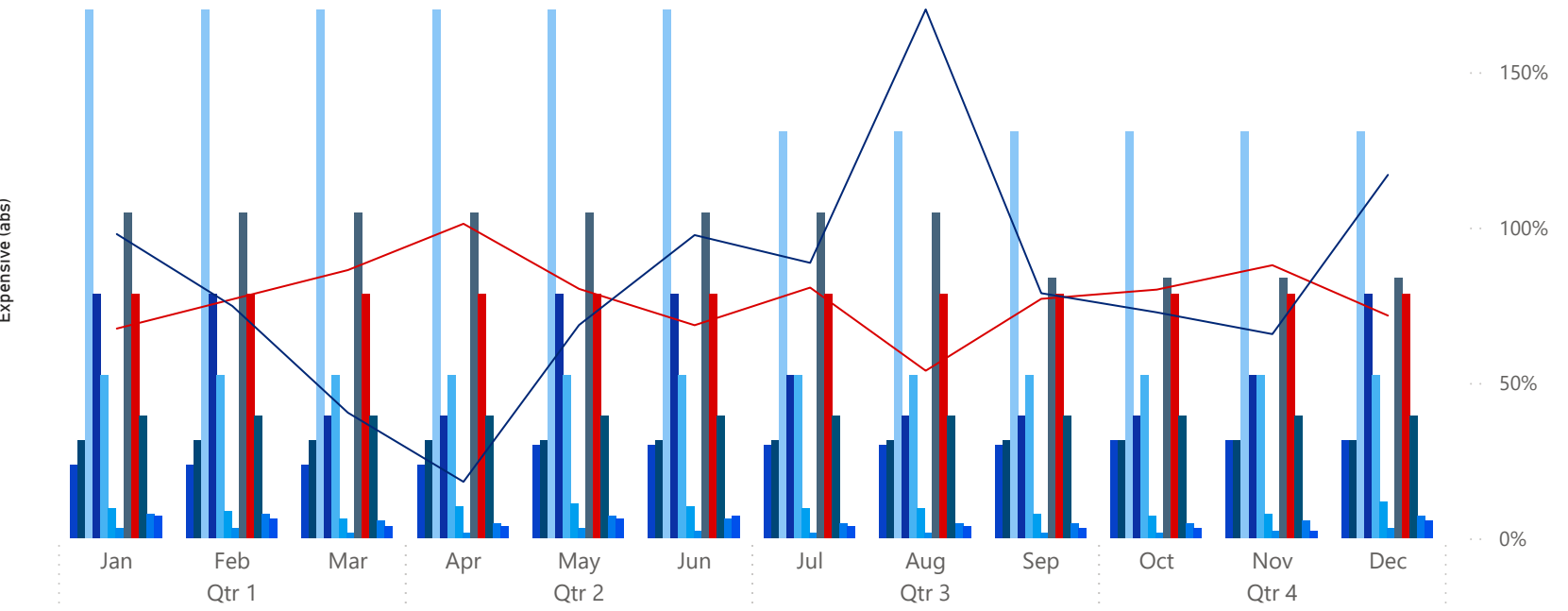
%Markup

81.23%



Month_text	COGS	Interest & Tax	Opex	EBIT	%Opex Margin	%Markup
Dec	(\$78,100)	(\$12,000)	(\$121,400)	(\$30,075)	71.65%	116.93%
Nov	(\$75,700)	(\$12,000)	(\$110,200)	(\$60,470)	87.86%	65.69%
Oct	(\$75,700)	(\$12,000)	(\$104,600)	(\$49,575)	80.02%	72.69%
Sep	(\$75,700)	(\$12,000)	(\$104,300)	(\$44,610)	77.04%	78.85%
Aug	(\$76,900)	(\$12,000)	(\$112,000)	\$18,850	53.91%	170.16%
Jul	(\$76,900)	(\$12,000)	(\$117,000)	(\$48,850)	80.66%	88.62%
Jun	(\$94,000)	(\$12,000)	(\$127,300)	(\$35,600)	68.55%	97.55%
May	(\$94,300)	(\$12,000)	(\$127,600)	(\$62,900)	80.25%	68.61%
Apr	(\$91,900)	(\$12,000)	(\$109,900)	(\$93,200)	101.20%	18.17%
Mar	(\$90,700)	(\$12,000)	(\$109,900)	(\$73,250)	86.30%	40.41%
Feb	(\$93,400)	(\$12,000)	(\$125,500)	(\$55,700)	76.90%	74.73%
Jan	(\$94,000)	(\$12,000)	(\$125,500)	(\$33,500)	67.47%	97.87%
Total	(\$1,017,300)	(\$144,000)	(\$1,395,200)	(\$568,880)	75.68%	81.23%

Equipment Interest a... Labor Marketing Materials Other Packaging Payroll R&D Rent Sales Shipping %Opex ... %Markup



Highlight Nutrition and Food Supplements:

- Accounts for 19.3% of total expenses, 15.6% of COGS, and 24.69% of Opex. The Opex is nearly on par with the Sportswear segment.
- The top three expense categories are Labor (27%), Payroll (17.5%), R&D (14.1%), and Marketing (10.4%).
- Notably, the R&D segment represents 67% of the company's total R&D expenditure.
- The fluctuations in the %Opex Margin and % Markup indicators suggest that cost management in this segment is not yet efficient.

Recomention

- Diversify supply sources:** Explore logistics solutions/vendor to reduce shipping costs for December & January orders.
- Inventory:** Increase material expenditures in September and October to prepare for the December and January inventory.
- Adjust** and balance **sales** expenses for December.



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- ☐ Qtr 4

EXPENSE - ANALYSIS

Generall

Nutrition

Sport Equipment

Sportswear

Expensive

\$6.6M

COGS

\$3.7M

Opex

\$2.5M

%Opex Margin

28.44%

%Markup

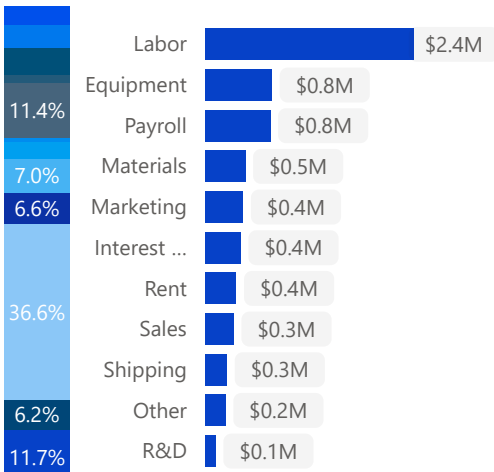
142.46%

COGS Interest and tax Opex

\$3.7M

\$2.5M

\$0.4M



Revenue / Expense ...

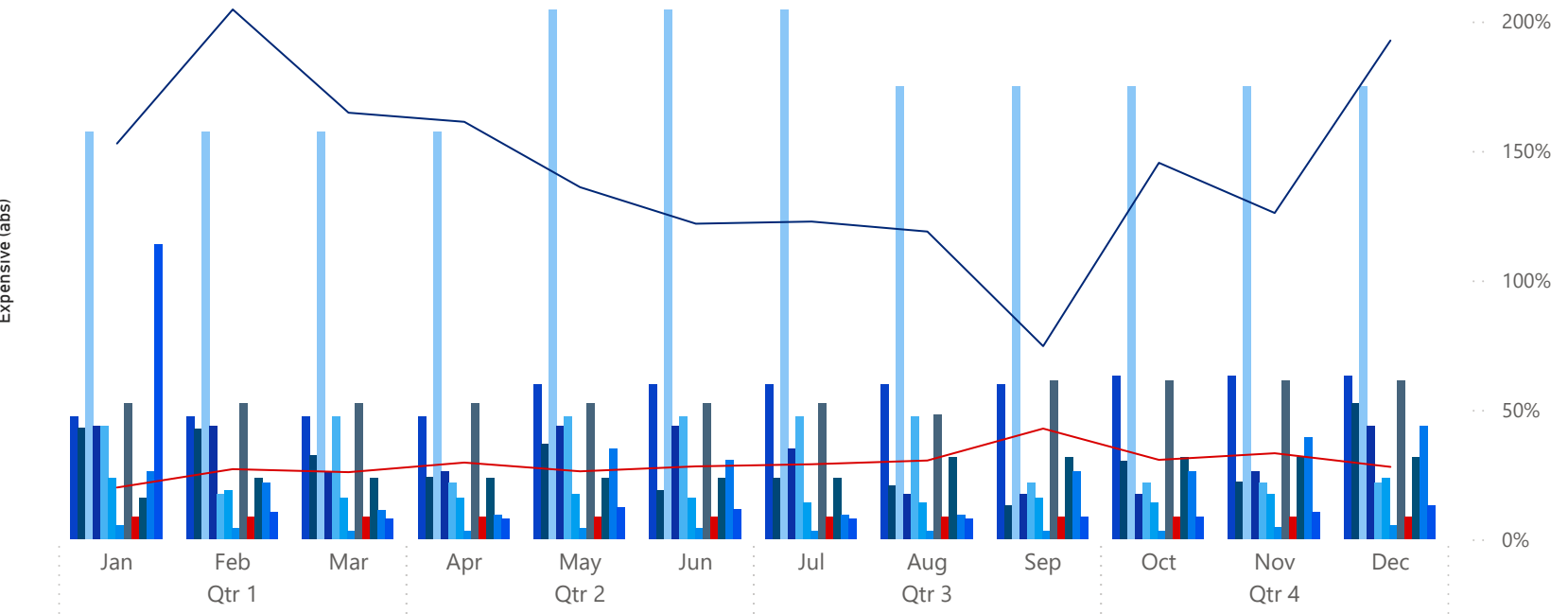
Expensive (abs)
\$6,618,300

COGS
\$3,674,200

Opex
\$2,533,600

Interest and tax
\$410,500

Equipment Interest a... Labor Marketing Materials Other Packaging Payroll R&D Rent Sales Shipping %Opex ... %Markup



Month_text	COGS	Interest & Tax	Opex	EBIT	%Opex Margin	%Markup
Dec	(\$308,600)	(\$60,000)	(\$252,400)	\$342,000	27.95%	192.61%
Nov	(\$300,000)	(\$25,200)	(\$225,200)	\$152,800	33.22%	126.00%
Oct	(\$281,200)	(\$34,300)	(\$211,600)	\$197,200	30.67%	145.38%
Sep	(\$281,200)	(\$15,000)	(\$209,800)	(\$100)	42.74%	74.57%
Aug	(\$290,000)	(\$23,800)	(\$193,000)	\$151,600	30.41%	118.83%
Jul	(\$324,000)	(\$27,000)	(\$209,000)	\$188,500	28.97%	122.69%
Jun	(\$353,600)	(\$21,700)	(\$220,800)	\$210,100	28.15%	121.86%
May	(\$359,600)	(\$41,800)	(\$222,600)	\$266,300	26.23%	135.96%
Apr	(\$241,000)	(\$27,200)	(\$186,400)	\$202,100	29.61%	161.20%
Mar	(\$271,800)	(\$37,000)	(\$186,400)	\$261,300	25.91%	164.72%
Feb	(\$254,600)	(\$48,500)	(\$210,000)	\$310,900	27.08%	204.60%
Jan	(\$408,600)	(\$49,000)	(\$206,400)	\$418,000	19.98%	152.81%
Total	(\$3,674,200)	(\$410,500)	(\$2,533,600)	\$2,700,700	28.44%	142.46%

Highlight Sport Equipment:

- Accounts for 49.97% of total expenses, 54.74% of COGS, and 45.2% of Opex, with the majority of costs concentrated in this segment.
- The average %Markup is approximately 142%, meaning that every dollar of cost generates \$1.42 in revenue.
- Labor costs are the highest**, representing 36.6% of the total expenses in this segment.
- Most months show a favorable %Opex ratio. For instance, in January, %Opex was 19.98%. However, the **shipping costs in January spiked** significantly, reaching **\$130K, an 8.7-fold increase** compared to the previous month, **indicating a lack of adequate preparation** for this period.
- Material costs were lower** from September to December.

Recomention

- Diversify supply sources:** Explore logistics solutions/vendor to reduce shipping costs for December & January orders.
- Inventory:** Increase material expenditures in September and October to prepare for the December and January inventory.
- Adjust** and balance **sales** expenses for December.



FINANCIAL DASHBOARD

Overview

Revenue

Expense

Clear all slicers

All

- ☐ Jan
- ☐ Feb
- ☐ Mar
- ☐ Apr
- ☐ May
- ☐ Jun
- ☐ Jul
- ☐ Aug
- ☐ Sep
- ☐ Oct
- ☐ Nov
- ☐ Dec

- ☐ Qtr 1
- ☐ Qtr 2
- ☐ Qtr 3
- ☐ Qtr 4

EXPENSE - ANALYSIS

Generall

Nutrition

Sport Equipment

Sportswear

Expensive

\$4.1M

COGS

\$2.0M

Opex

\$1.7M

%Opex Margin

24.62%

%Markup

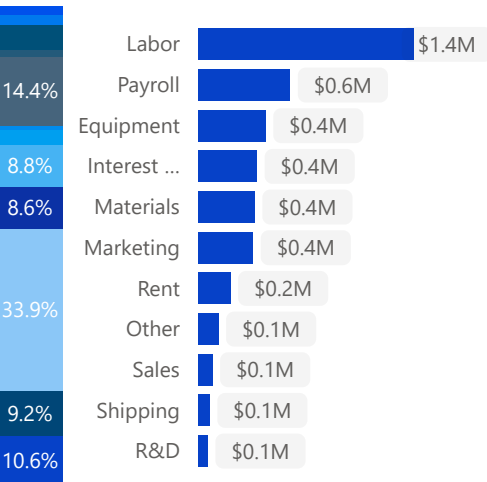
237.01%

COGS Interest and tax Opex

\$2.02M

\$1.68M

\$0.37M



Expensive (abs)
\$4,070,900

Revenue / Expense ...

COGS

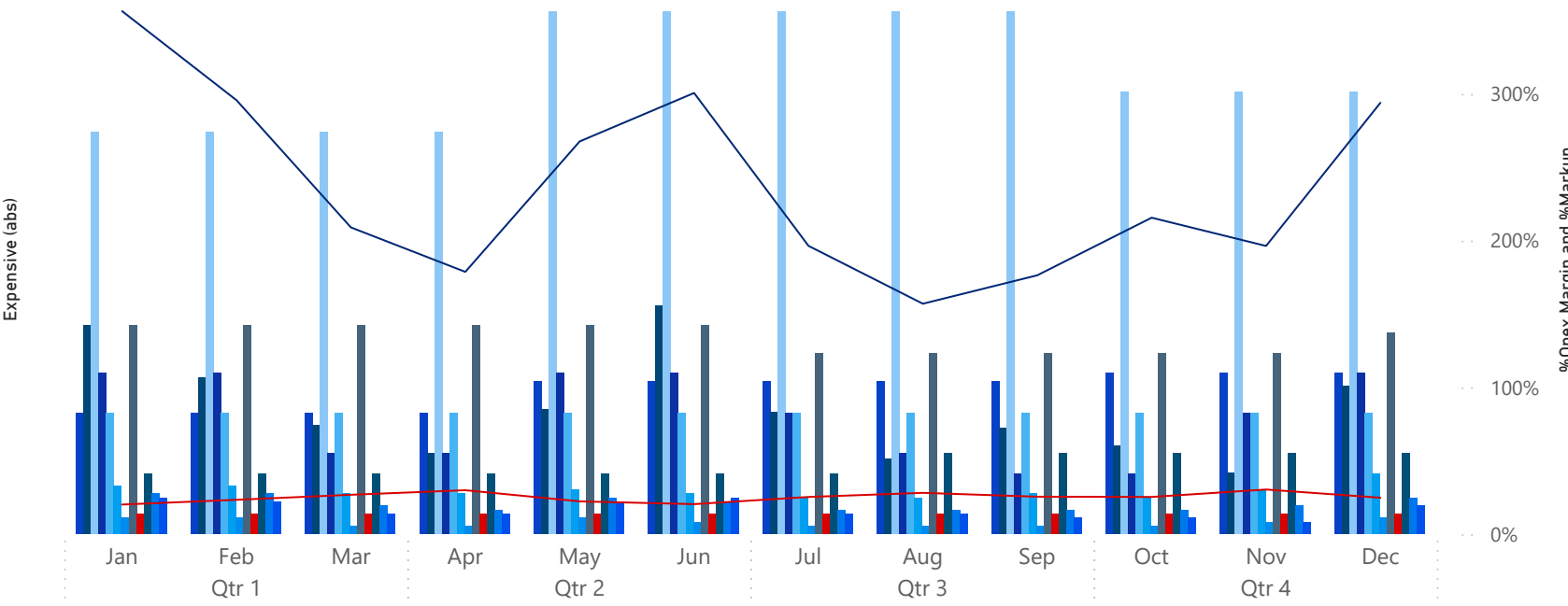
\$2,020,000

Opex

\$1,676,000

Interest and tax
\$374,900

Equipment Interest a... Labor Marketing Materials Other Packaging Payroll R&D Rent Sales Shipping %Opex ... %Markup



Month_text	COGS	Interest & Tax	Opex	EBIT	%Opex Margin	%Markup
Dec	(\$167,000)	(\$36,700)	(\$163,000)	\$327,750	24.78%	293.86%
Nov	(\$160,000)	(\$15,300)	(\$144,000)	\$170,100	30.37%	196.31%
Oct	(\$159,000)	(\$22,000)	(\$127,000)	\$215,750	25.31%	215.57%
Sep	(\$179,000)	(\$26,300)	(\$126,000)	\$189,600	25.48%	176.31%
Aug	(\$180,000)	(\$18,600)	(\$130,000)	\$152,500	28.11%	156.94%
Jul	(\$180,000)	(\$30,300)	(\$135,000)	\$218,500	25.30%	196.39%
Jun	(\$187,000)	(\$56,700)	(\$153,000)	\$409,000	20.43%	300.53%
May	(\$188,000)	(\$31,000)	(\$154,000)	\$349,000	22.29%	267.55%
Apr	(\$150,000)	(\$20,000)	(\$125,000)	\$143,000	29.90%	178.67%
Mar	(\$151,000)	(\$27,000)	(\$125,000)	\$190,500	26.80%	208.94%
Feb	(\$159,000)	(\$39,000)	(\$147,000)	\$323,000	23.37%	295.60%
Jan	(\$160,000)	(\$52,000)	(\$147,000)	\$423,000	20.14%	356.25%
Total	(\$2,020,000)	(\$374,900)	(\$1,676,000)	\$3,111,700	24.62%	237.01%

Highlight Sport Equipment:

- Accounts for 30.73% of total expenses, 30.1% of COGS, and 29.9% of Opex.
- Costs are effectively managed, with %Opex consistently maintained at 24.6%.

Recomention

- Relatively effective operation, should do more research to apply business processes & methods to the remaining business lines.