

167.57K

Sales(USD)

224.21K

Sales(CAD)

Fiscal Quarter	Q1 - FY2021		Q2 - FY2021		Q3 - FY2021		Q4 - FY2021		Total	
CustType	Sales(USD)	GPM% (USD)	Sales(USD)	GPM% (USD)	Sales(USD)	GPM% (USD)	Sales(USD)	GPM% (USD)	Sales(USD)	GPM% (USD)
Distributor	25,902.00	14.6%	24,992.00	10.9%	18,000.00	9.5%	25,542.00	15.6%	94,436.00	12.9%
Rainier & Co.	9,720.00	19.4%	9,720.00	10.3%	11,520.00	5.6%	10,800.00	21.9%	41,760.00	14.1%
The Best Teas	16,182.00	11.7%	15,272.00	11.2%	6,480.00	16.6%	14,742.00	10.9%	52,676.00	11.9%
Grocery Store	14,340.00	15.2%	15,220.00	14.8%	11,770.00	15.3%	13,920.00	15.9%	55,250.00	15.3%
Black Bear Market	1,800.00	37.9%	1,800.00	37.9%	1,800.00	37.9%	1,800.00	37.9%	7,200.00	37.9%
Blokes Block	1,080.00	33.8%	1,080.00	33.8%	1,080.00	33.8%	1,080.00	33.8%	4,320.00	33.8%
Puget's Finest Foods	5,400.00	8.9%	6,780.00	8.2%	3,780.00	8.2%	5,040.00	8.5%	21,000.00	8.5%
Queens Arms Store	1,080.00	19.4%	1,180.00	17.4%	1,330.00	2.8%	1,080.00	19.4%	4,670.00	14.2%
Read n' Tea	2,700.00	4.9%	3,300.00	4.9%	2,700.00	4.9%	2,700.00	4.9%	11,400.00	4.9%
Saanich Goods	2,280.00	13.8%	1,080.00	25.5%	1,080.00	25.5%	2,220.00	18.0%	6,660.00	19.0%
SSTC Restaurant	1,109.51	61.1%	1,053.54	60.7%	1,057.56	59.8%	1,114.52	61.6%	4,335.13	60.8%
Cash Purchase	1,109.51	61.1%	1,053.54	60.7%	1,057.56	59.8%	1,114.52	61.6%	4,335.13	60.8%
Total	43,580.78	15.9%	43,784.82	13.5%	33,626.92	13.1%	46,575.92	16.0%	167,568.44	14.7%

Executive Summary : While the highest sales by customer type is "**Distributor**" , the highest gross profit margins are "**SSTC Restaurant**". Among Individual customer(other than SSTC Restaurant), the highest sales are "**The Best Teas**" while the highest gross profit margins are with "**Black Bear Market**".

ProductName	PCT Unit Sales by Product	PCT Gross Profit by Product
Bamboo Grove Tea	29.41%	31.67%
Imperial Poet Tea	18.87%	30.63%
Henan Happy Tea	20.20%	20.20%
Han Dynasty Spiced Tea	9.77%	10.53%
Liu Ling's Black Tea	8.16%	6.67%
Scholar's Saison Tea	13.60%	0.30%
Total	100.00%	100.00%

Executive summary : After thorough observation, products that make least significant impact are both "**Liu Ling's Black Tea**" and "**Scholar Saison Tea**" since its GP seem to produce less percentages than its sales. On the other hand, products that produce more GP than sales are the following: "**Bamboo Grove Tea**", "**Imperial Poet Tea**" and "**Han Dynasty Spiced Tea**" and consider to up the production for those products. The product "**Henan happy tea**" seem to not have a significant impact either since the gross profit is the same percentage of its sales and therefore, it should be considered to be reviewed by the sales team.

Product Type	Sum of Qty	GP per serving %
☐ Half Barrel	533	64.18%
Imperial Poet Tea	196	90.79%
Bamboo Grove Tea	185	70.54%
Han Dynasty Spiced Tea	29	67.87%
Liu Ling's Black Tea	24	66.93%
Scholar's Saison Tea	92	55.27%
Henan Happy Tea	7	11.15%
☐ Barrel	190	22.03%
Scholar's Saison Tea	9	72.26%
Henan Happy Tea	27	61.65%
Bamboo Grove Tea	116	21.67%
Han Dynasty Spiced Tea	3	8.85%
Imperial Poet Tea	34	4.50%
Liu Ling's Black Tea	1	2.84%
☐ Restaurant Pour	479	7.75%
Liu Ling's Black Tea	122	30.23%
Han Dynasty Spiced Tea	144	23.28%
Bamboo Grove Tea	98	4.95%
Imperial Poet Tea	91	4.22%
Henan Happy Tea	24	2.09%
☐ Six-Pack	600	6.04%
Henan Happy Tea	306	25.11%
Bamboo Grove Tea	131	2.83%
Imperial Poet Tea	19	0.50%
Scholar's Saison Tea	144	-27.53%
Total	1802	100.00%

Executive Summary: Most profitable product type per serving is "**Half Barrel**" while the least profitable is "**Six-Pack**". Worth mentioning is the product "Scholar's Saison Tea" with a negative gross profit within the "Six pack" Category.

Month Name	April		August		December		February		January	
ProductName	Servings Sold	PCT Unit Sales by Product	Servings Sold	PCT Unit Sales by Product	Servings Sold	PCT Unit Sales by Product	Servings Sold	PCT Unit Sales by Product	Servings Sold	PCT Unit Sales by Product
Bamboo Grove Tea	255	30.07%	434	36.36%	253	24.55%	271	27.22%	254	27.22%
Han Dynasty Spiced Tea	33	11.89%	28	10.61%	28	8.38%	28	8.86%	28	8.86%
Henan Happy Tea	223	21.68%	78	13.64%	223	18.56%	222	18.99%	222	18.99%
Imperial Poet Tea	154	13.99%	10	4.55%	388	32.34%	248	27.85%	390	32.34%
Liu Ling's Black Tea	33	10.49%	28	9.09%	28	7.19%	28	7.59%	28	7.59%
Scholar's Saison Tea	157	11.89%	328	25.76%	153	8.98%	153	9.49%	153	9.49%
Total	855	100.00%	906	100.00%	1073	100.00%	950	100.00%	1075	100.00%



Executive Summary: While most sales remain fairly consistent month to month, the Imperial Poet Porter increases in popularity from Nov-January, and then drops off again by July.