

# KEY TAKEAWAYS

## CHAPTER TITLE

### Excel Advanced: Sales Analytics

## VIDEO TITLE

### Understanding P & L

- 1 A **P&L (profit and loss)** statement is a financial report that provides an overview of a company's financial performance over a period of time, typically a month, quarter, or year.
- 2 P&L statements include several critical metrics, such as **Net Sales, Cost Of Goods Sold (COGS), Gross Margin, Gross Margin %**, etc. These metrics evaluate a company's financial performance, profitability, and pricing tactics.