**Cookie Sales Performance Report**

**Overview**

- Total cookies sold: 17,249 units

- Total revenue generated: $65,891

- Total costs incurred: $27,953.55

- Total profit: $37,937.45

**Sales Volume Analysis**

- The highest selling cookie was Fortune Cookie, with 3,468 units sold (20.1% of total volume and 39.3% higher than the lowest seller White Chocolate Macadamia)

- The lowest selling cookie was White Chocolate Macadamia, with 2,489 units sold

- Sales volume ranged from 2,489 to 3,468 units across the 6 cookie types

**Revenue Analysis**

- The highest revenue was generated by White Chocolate Macadamia at $14,934 (22.7% of total revenue and 330.6% higher than the lowest seller Fortune Cookie)

- The lowest revenue was from Fortune Cookie sales at $3,468

- Revenue ranged from $3,468 to $14,934 across cookie types

**Cost and Profit Analysis**

- White Chocolate Macadamia incurred the highest costs at $6,844.75 (24.5% of total costs and 294.7% higher than the lowest cost cookie Fortune Cookie)

- Fortune Cookie had the lowest costs at $1,734

- Total costs ranged from $1,734 to $6,844.75

- Chocolate Chip cookie had the highest profit at $8,811 (23.2% of total profit and 408.1% higher than the lowest profit Fortune Cookie)

- Fortune Cookie had the lowest profit at $1,734

- Total profit ranged from $1,734 to $8,811

**Geographic Performance**

- Mobile city had the highest sales volume (4,261 units), revenue ($17,435) and profit ($10,021.90)

- Seattle had the lowest sales volume (2,643 units), revenue ($8,418) and profit ($4,966)

**Trend Analysis**

- Sales volume, revenue, costs and profit all trended upwards from Dec 2021 to March 2022

- The largest increase was seen in sales volume, up 1,194.76%

- Revenue increased by 851.79%, costs by 896.60% and profit by 821.91%

**Recommendations**

- Expand White Chocolate Macadamia production and distribution due to high revenue potential

- Reformulate or reprice Fortune Cookie offering to improve profitability

- Further investigate drivers and optimize operations in high-performing Mobile region

- Exploit seasonal opportunities in March and Q1 based on positive trends observed

- Continue monitoring costs to maintain profit margins as sales scale