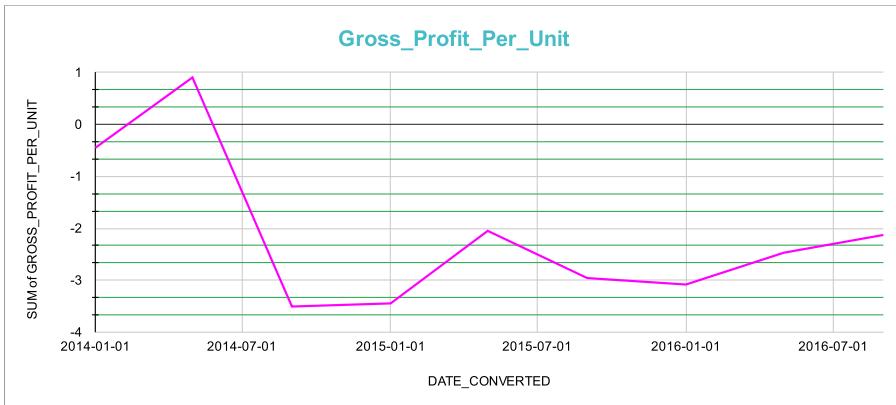


DATE_CONVERTED	SUM of GROSS
2014-01-01	-0.449533413
2014-05-01	0.9050777322
2014-09-01	-3.506008257
2015-01-01	-3.445443064
2015-05-01	-2.048660625
2015-09-01	-2.957699734
2016-01-01	-3.082115131
2016-05-01	-2.469687553
2016-09-01	-2.127751345
Grand Total	-19.18182139



Insights

Gross Profit is negative on most days.

- >The product loses money for every unit sold, meaning each sale increases total losses rather than contributing to profit.
- >This confirms a fundamental pricing or cost structure problem.

Unit cost is higher than the selling price.

Since Gross profit = (Price per unit), the negative values mean:

- >The selling price is consistently below cost.
- >Cost per unit is inflated

This structural imbalance makes the product inherently unprofitable.

Days with promotions show even worse Gross Profit unit.

- >On discount days, Gross Profit unit drop sharply.
- >This shows promotions were not strategic they boosted sales but deepened losses per unit.

Conclusion

Gross Profit per unit analysis confirms that the product is fundamentally unprofitable, regardless of sales volume, seasonality, or promotions.

The business is losing money on every unit sold, making profitability impossible without price or cost restructuring.