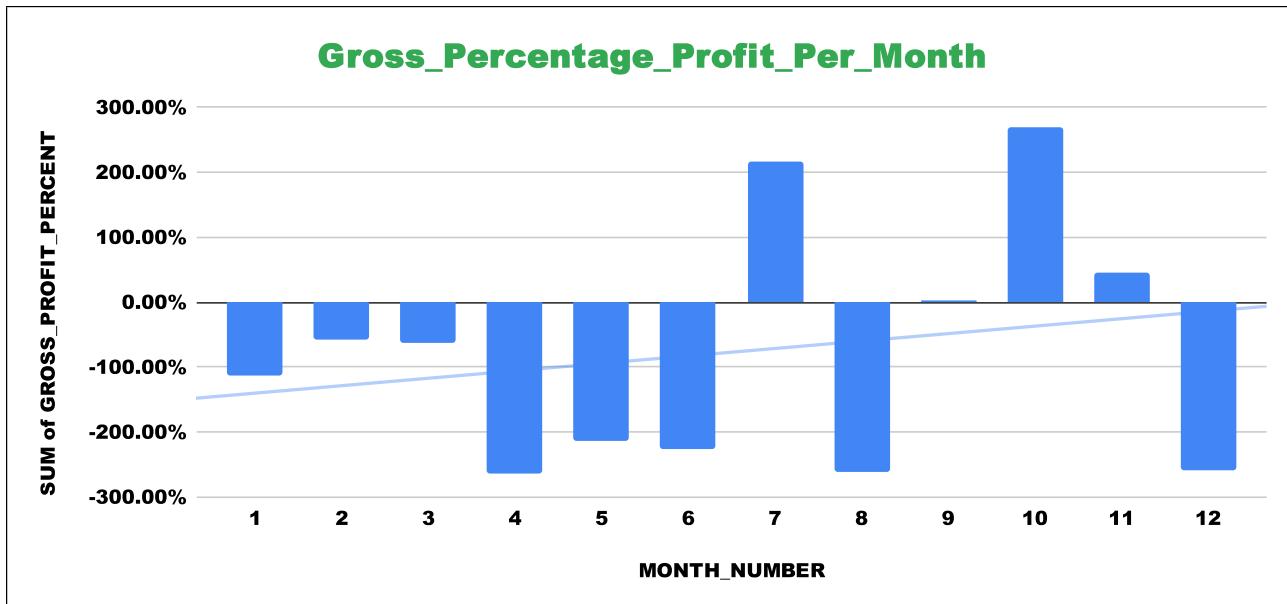


MONTH_NUMBER	SUM of GROSS
1	-112.04%
2	-57.94%
3	-61.32%
4	-264.71%
5	-213.51%
6	-226.62%
7	216.39%
8	-261.31%
9	2.93%
10	269.84%
11	45.23%
12	-258.28%
Grand Total	-921.35%



Insights analysis

This is the most important part;

Gross Profit Percentage is negative in every month.

Some months have extreme losses.

Month 8 and 10 show less negative Gross Profit Percentage,

Month 2, 3 and 6 show very high negative impact.

Recommendations

Focus on products or months with low profit, identify what caused the drop.

Boost marketing for months with strong profit to maximize growth.

Re evaluate pricing strategy for months with high sales but low profit.