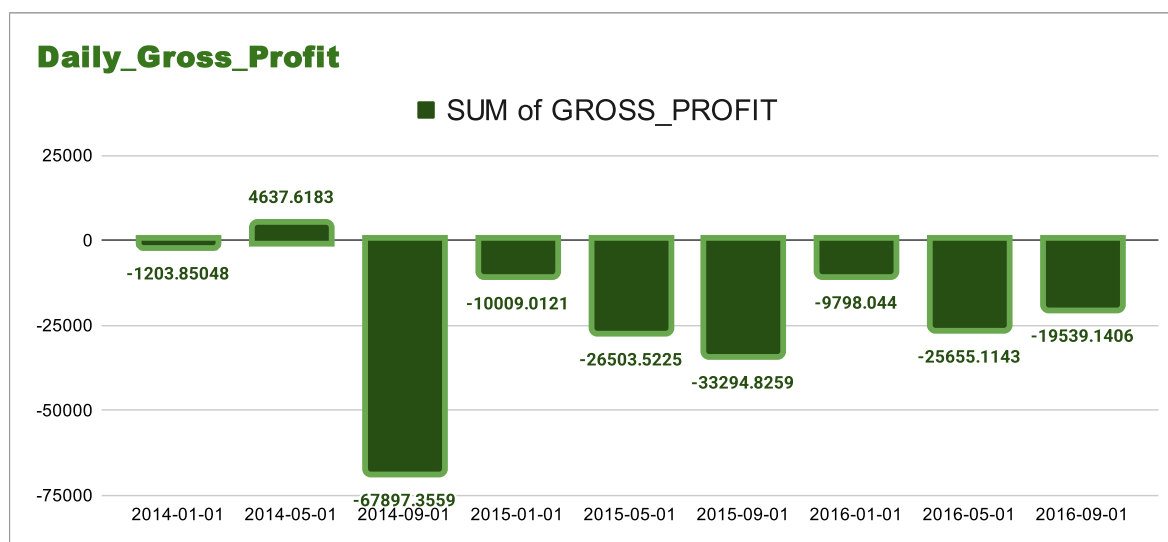


DATE_CONVERT	SUM of GROSS
2014-01-01	-1203.85048
2014-05-01	4637.6183
2014-09-01	-67897.3559
2015-01-01	-10009.0121
2015-05-01	-26503.5225
2015-09-01	-33294.8259
2016-01-01	-9798.044
2016-05-01	-25655.1143
2016-09-01	-19539.1406
<b>Grand Total</b>	<b>-189263.2475</b>



## Insights

Daily Gross Profit is consistently negative.

> Almost every day shows a loss, meaning the product is not profitable on any single day of a year.

> This indicates either:

- > The selling price is too low or
- > The cost of sale is too high.

High-sales days do NOT produce better Gross Profit.

> Even on days where unit sold increase, the Gross Profit stays negative.

> This confirms:

- > The product has no economies of scale.
- > Selling more units simply increases the total loss.

Daily Gross Profit trend does not improve over time.

> There is no recovery during the year.

> Losses persist regardless of:

- > Seasonal demand.
- > Price reductions
- > Sales volume changes

## Conclusion

The Daily Gross Profit shows that the business is incurring losses every day, confirming that the current pricing and cost structure is fundamentally unprofitable. Sales volume cannot fix profitability- the underlying financial model is broken.

## Recommendations

Conduct a detailed cost Audit.

>Identify why cost of sales is consistently high than price.

>Review:

>Supplier pricing

>Transport and logistic costs

>Overhead cost allocation

Build a prfitability recovery plan.

>Scenario plan:

>"Breake-even price per unit"

>"Supplier negotiation savings when needed"

>"Cost reduction target"

>Decide whether to:

>Reprice

>Repackage

>Reformulate

>Discount the product.