

\$167.57K

Sales (USD)

Sales and GPM by Fiscal Year Quarter

\$224.21K

Sales (CAD)

FQ-FY	Q1 - 2021		Q2 - 2021		Q3 - 2021		Q4 - 2021		Total	
Customer Type	Sales (USD)	Gross Profit Margin (%)	Sales (USD)	Gross Profit Margin (%)	Sales (USD)	Gross Profit Margin (%)	Sales (USD)	Gross Profit Margin (%)	Sales (USD)	Gross Profit Margin (%)
Bar	\$19,919.4	13.90%	\$16,569.27	14.89%	\$17,739.28	14.32%	\$14,569.36	14.18%	\$68,797.31	
Bike n' Brew	\$2,700	4.87%	\$2,700	4.87%	\$3,300	4.87%	\$2,700	4.87%	\$11,400	
Puget's Finest	\$5,040	8.53%	\$5,400	8.89%	\$6,780	8.19%	\$3,780	8.21%	\$21,000	
Queens Arms	\$1,080	19.44%	\$1,080	19.44%	\$1,180	17.45%	\$1,330	2.80%	\$4,670	
Saanich Pub	\$2,220	18.04%	\$2,280	13.84%	\$1,080	25.51%	\$1,080	25.51%	\$6,660	
The Black Bear	\$1,800	37.93%	\$1,800	37.93%	\$1,800	37.93%	\$1,800	37.93%	\$7,200	
The Killer Well	\$5,999.4	9.16%	\$2,229.27	12.68%	\$2,519.28	11.74%	\$2,799.36	9.42%	\$13,547.31	
Toques and Blokes	\$1,080	33.78%	\$1,080	33.78%	\$1,080	33.78%	\$1,080	33.78%	\$4,320	
Distributor	\$25,542	15.57%	\$25,902	14.60%	\$24,992	10.86%	\$18,000	9.55%	\$94,436	
Barrel's Best	\$14,742	10.93%	\$16,182	11.69%	\$15,272	11.24%	\$6,480	16.56%	\$52,676	
Rainier & Co.	\$10,800	21.91%	\$9,720	19.44%	\$9,720	10.28%	\$11,520	5.61%	\$41,760	
SSBC Tasting Room	\$1,114.52	61.62%	\$1,109.51	61.13%	\$1,053.54	60.65%	\$1,057.56	59.83%	\$4,335.13	
Cash Purchase	\$1,114.52	61.62%	\$1,109.51	61.13%	\$1,053.54	60.65%	\$1,057.56	59.83%	\$4,335.13	
Total	\$46,575.92	15.96%	\$43,580.78	15.90%	\$43,784.82	13.46%	\$33,626.92	13.13%	\$167,568.44	

Executive Summary: The customer type with the highest sales was barns. The Killer Well bar had the highest sales compared to any other customer for the fiscal year with over \$13,000 total sales. The customer type with the highest GPM was bars with a 14.31% GPM. The customer with the highest GPM was The Black Bear Bar (37.93%).

Gross Profit and Unit Sales

Product Name	%GT Sales (USD)	%GT Gross Profit (USD)
Bamboo Grove Maibock	41.71%	31.67%
Imperial Poet Porter	27.53%	30.63%
Scholar's Saison	16.08%	0.30%
Henan Hops Wheat Beer	7.48%	20.20%
Han Dynasty Spiced Lager	4.08%	10.53%
Liu Ling's IPA	3.12%	6.67%
Total	100.00%	100.00%

Executive summary: The Henan Hops Wheat Beer is generating significantly more gross profit relative to sales than expected. It comprises only 7.48% of total sales, but accounts for more than 20% of the gross profit.

Alternatively, the Scholar's Saison accounts for over 16% of sales, but only about .3% of the gross profit.