

\$1,98M

GrossSales

\$1,76M

NetSales

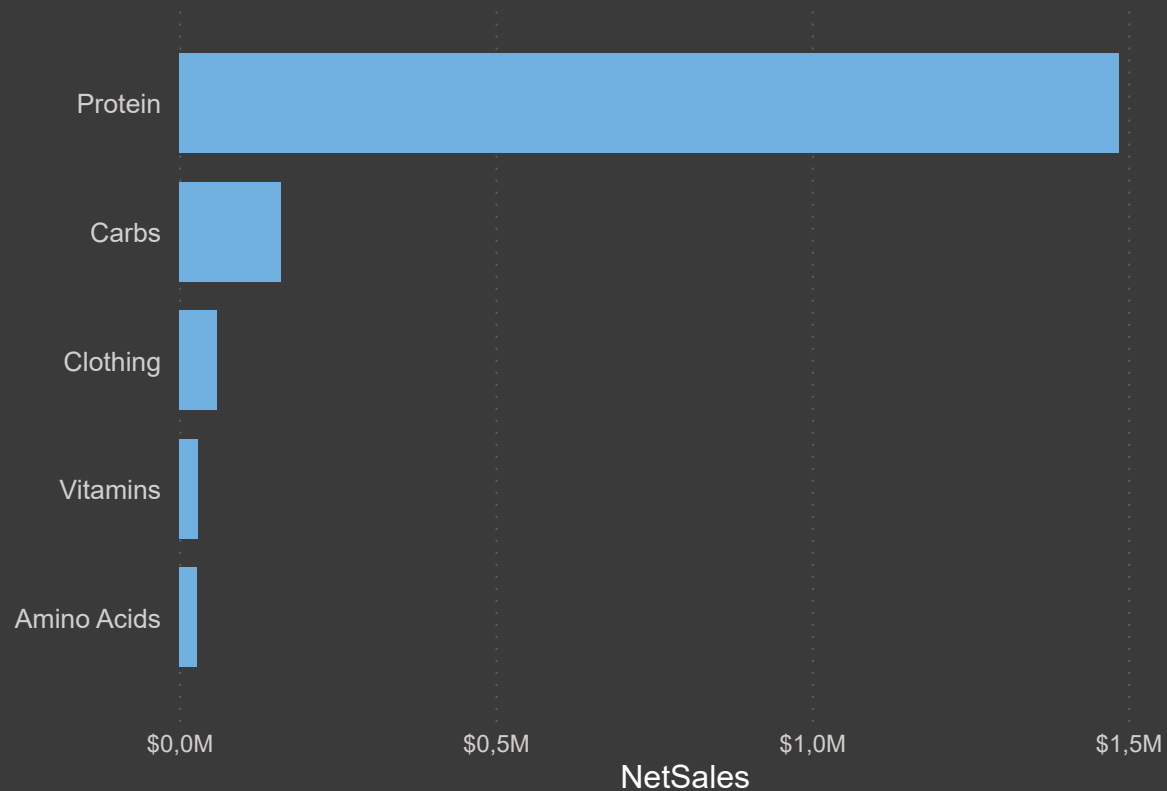
10,89 %

Discount %

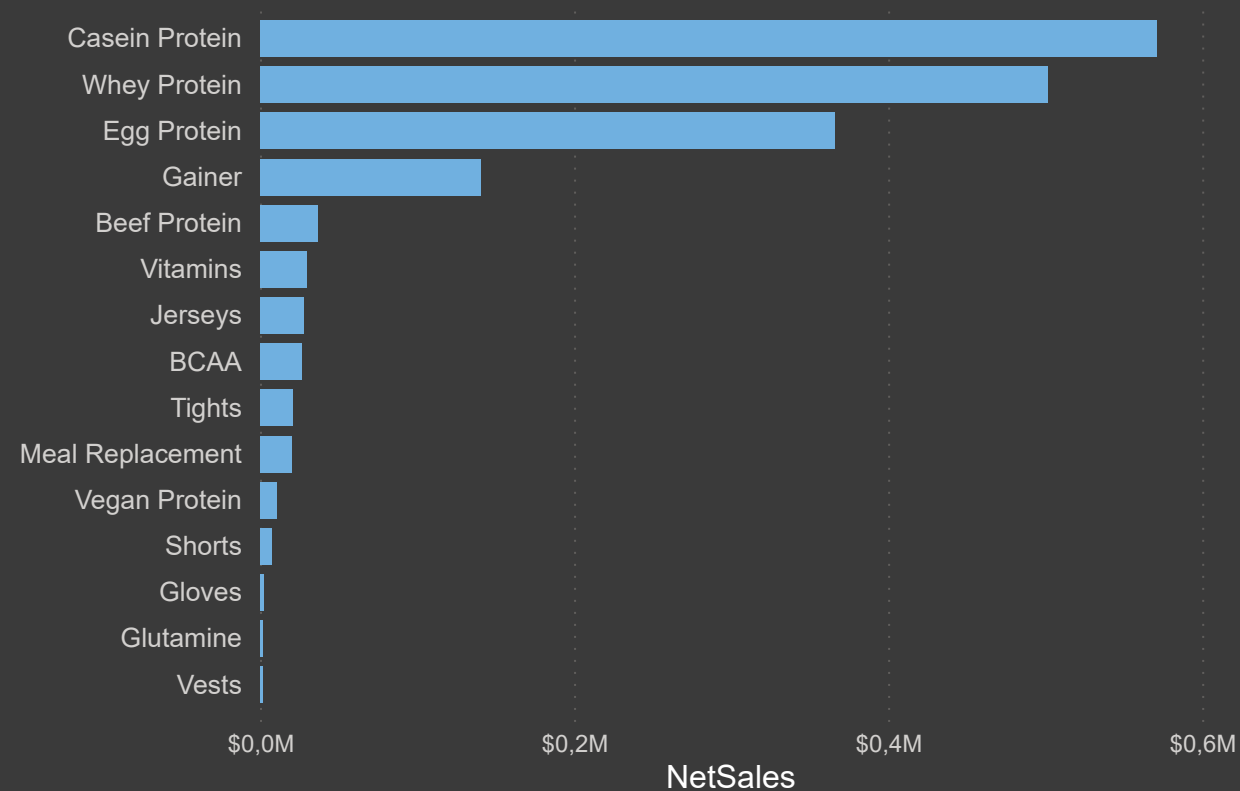
55,46 %

GrossMargin%

NetSales by Category



NetSales by Subcategory

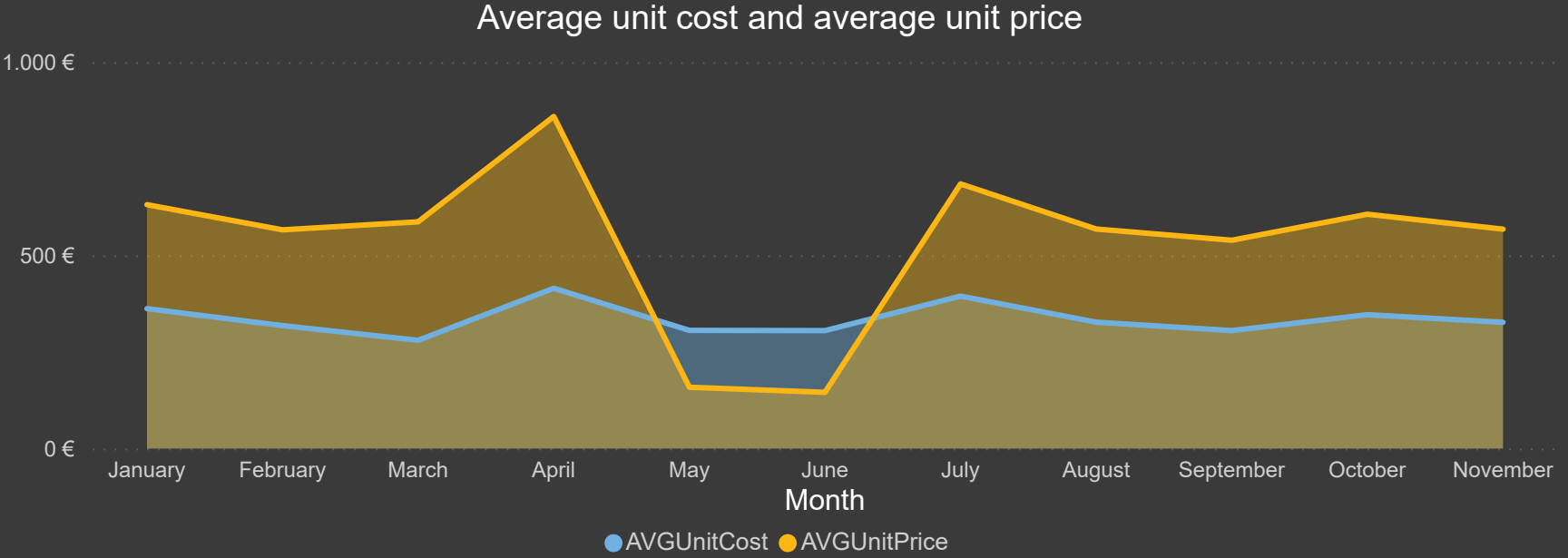


Region

- ☐ Center-West
- ☐ North
- ☐ Northeast
- ☐ South
- ☒ Southeast

SubcategoryName

- ☐ BCAA
- ☐ Beef Protein
- ☐ Casein Protein
- ☐ Egg Protein
- ☐ Gainer
- ☐ Gloves
- ☐ Glutamine
- ☐ Jerseys
- ☐ Meal Replacement
- ☐ Shorts
- ☐ Tights
- ☐ Vegan Protein
- ☐ Vests
- ☐ Vitamins
- ☒ Whey Protein



Month	NetSales	CostOfSales	GrossMargin
January	\$13.061,93	\$8.985,12	\$4.076,81
February	\$67.739,75	\$42.964,15	\$24.775,60
March	\$11.397,78	\$6.478,60	\$4.919,18
April	\$19.193,61	\$10.736,18	\$8.457,43
May	\$12.625,82	\$28.353,45	(\$15.727,64)
June	\$2.981,38	\$7.197,40	(\$4.216,02)
July	\$8.473,60	\$5.143,26	\$3.330,35
August	\$40.249,82	\$24.255,72	\$15.994,10
September	\$10.292,55	\$6.128,61	\$4.163,94
October	\$12.093,98	\$7.296,68	\$4.797,30
November	\$42.347,33	\$25.594,14	\$16.753,20
Total	\$240.457,55	\$173.133,28	\$67.324,27

Month ▼

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☒ May
- ☒ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

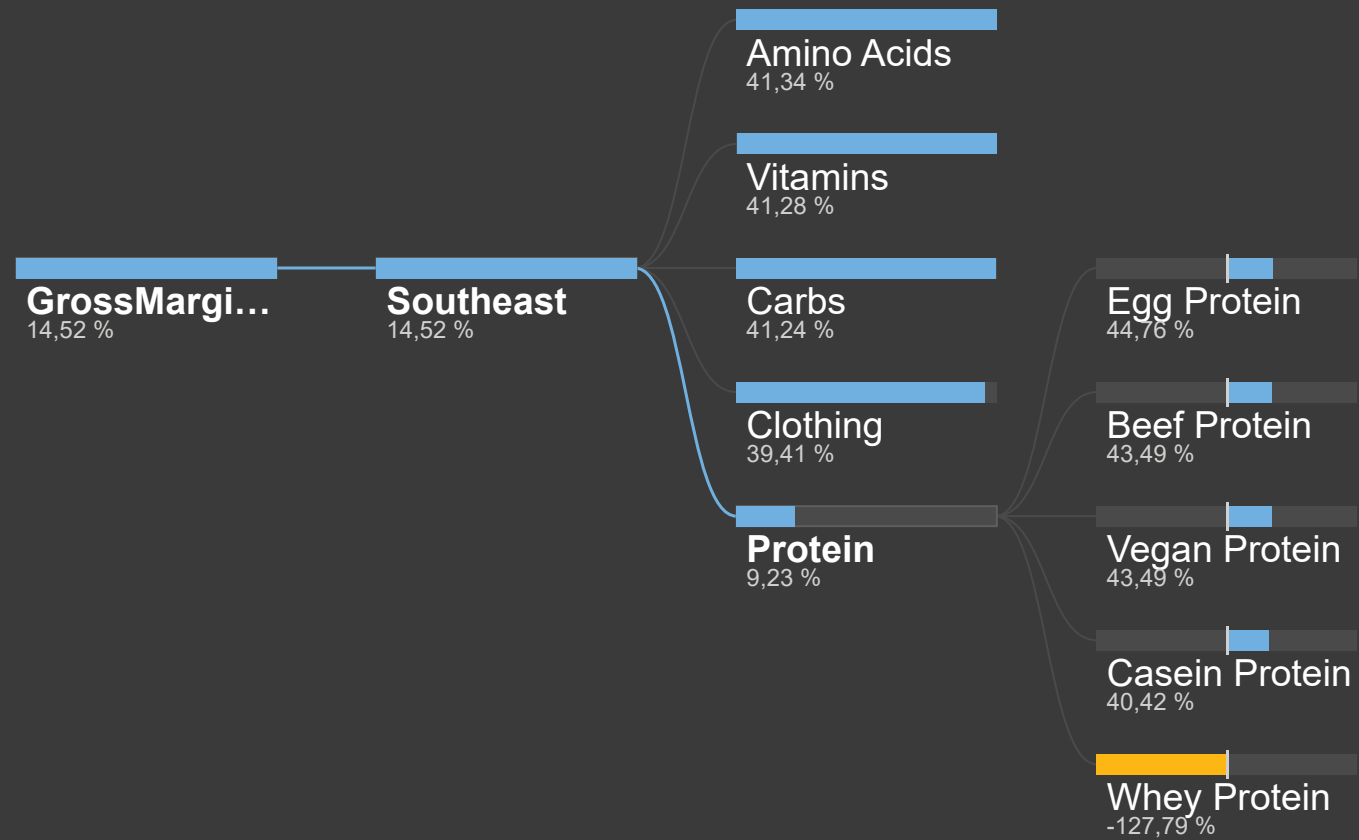
Region ▼

- ☐ Center-West
- ☐ North
- ☐ Northeast
- ☐ South
- ☒ Southeast

Region ×  
Southeast

CategoryName ×  
Protein

SubcategoryName ×  
Egg



Month

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☒ May
- ☒ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

Region ▼

- ☐ Center-West
- ☐ North
- ☐ Northeast
- ☐ South
- ☒ Southeast

Key influencers   Top segments



What influences GrossMargin% to 

Decrease

 ?

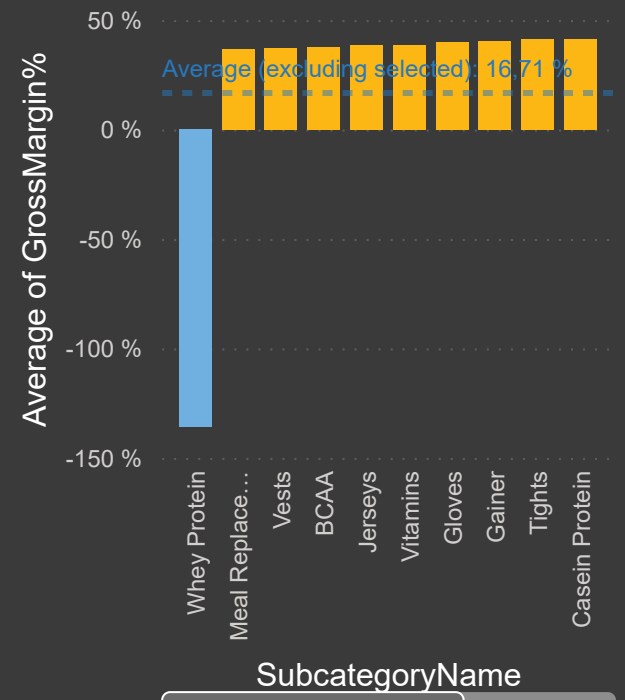
When...

...the average of GrossMargin% decreases by

SubcategoryName is Whey Protein



← GrossMargin% is more likely to decrease when SubcategoryName is Whey Protein than otherwise (on average).



☐ Only show values that are influencers