

# Additional Visualizations of Profit and Costs

*Allocate Analytics*

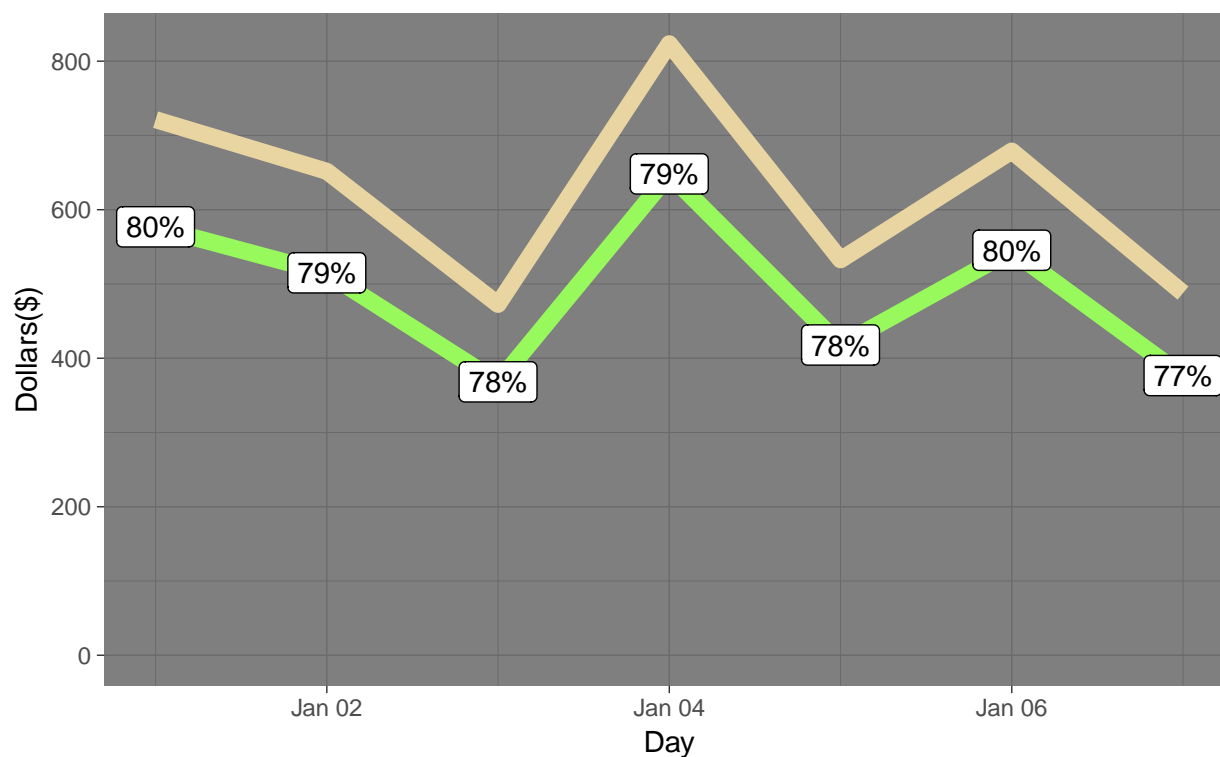
*October 10, 2018*

## Margin Lines Chart

This chart shows total sales per day (of included products) along with the total profit and profit margin %.

### Sales and Profit Line Graphs Labeled with Margin %

Green = Profit; Tan = Sales

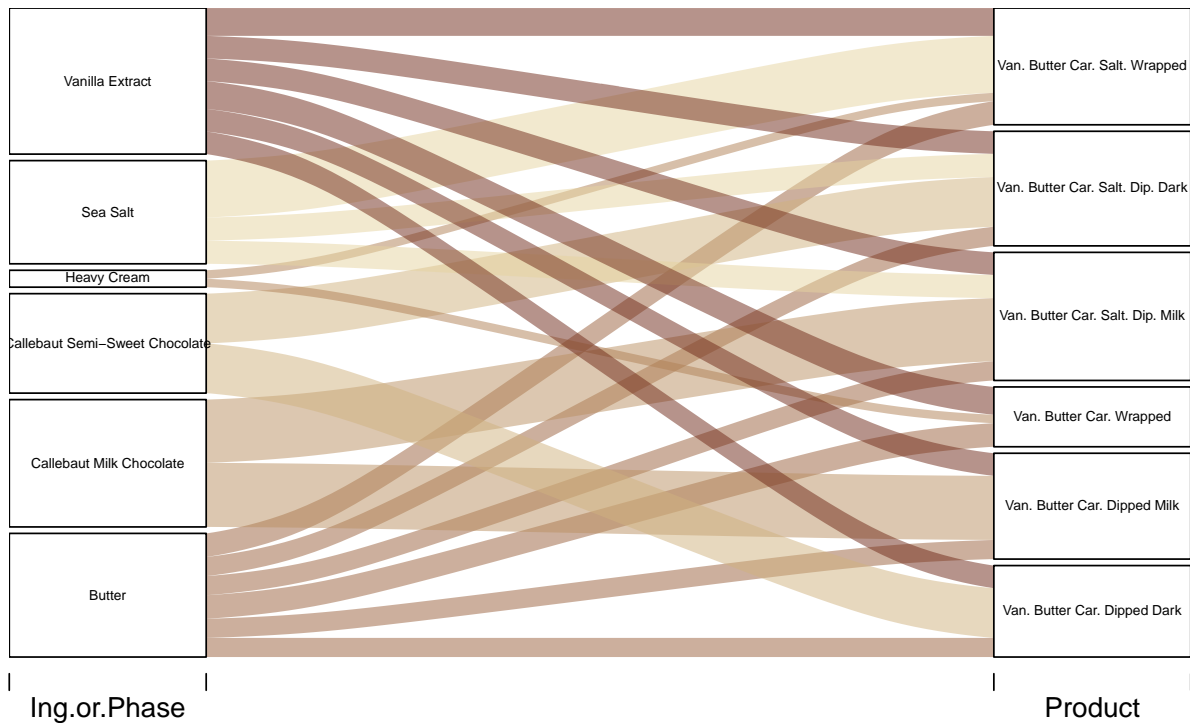


Day	Daily Sales	Daily Profit	Margin %
2018-01-01	\$721.25	\$576.44	80%
2018-01-02	\$651.75	\$514.53	79%
2018-01-03	\$472.5	\$367.7	78%
2018-01-04	\$823.5	\$647.7	79%
2018-01-05	\$532.5	\$417.32	78%
2018-01-06	\$679	\$544.87	80%
2018-01-07	\$487.75	\$376.16	77%

## Sankey Diagram

This Sankey diagram is meant to show

- Where each ingredient of significant cost is going (any ingredient costing a cent and a half or more here)
- The relative costs associated with each ingredient across all analyzed products as shown by the height of the white boxes on the left
- A different view of the main ingredients that comprise each product



## Appendix

This is the table of made up data used in Margin Lines Chart above

Product	Sold	Date
Van. Buttercream Reg. Dark	73	2018-01-01
Van. Buttercream Reg. Milk	78	2018-01-01
Van. Butter Car. Dipped Dark	30	2018-01-01
Van. Butter Car. Dipped Milk	60	2018-01-01
Van. Butter Car. Wrapped	37	2018-01-01
Van. Butter Car. Salt. Dip. Milk	74	2018-01-01
Van. Butter Car. Salt. Dip. Dark	76	2018-01-01
Van. Butter Car. Salt. Wrapped	68	2018-01-01
Van. Buttercream Reg. Dark	62	2018-01-02
Van. Buttercream Reg. Milk	49	2018-01-02
Van. Butter Car. Dipped Dark	55	2018-01-02
Van. Butter Car. Dipped Milk	82	2018-01-02
Van. Butter Car. Wrapped	47	2018-01-02
Van. Butter Car. Salt. Dip. Milk	48	2018-01-02
Van. Butter Car. Salt. Dip. Dark	59	2018-01-02

Product	Sold	Date
Van. Butter Car. Salt. Wrapped	56	2018-01-02
Van. Buttercream Reg. Dark	1	2018-01-03
Van. Buttercream Reg. Milk	40	2018-01-03
Van. Butter Car. Dipped Dark	72	2018-01-03
Van. Butter Car. Dipped Milk	41	2018-01-03
Van. Butter Car. Wrapped	46	2018-01-03
Van. Butter Car. Salt. Dip. Milk	37	2018-01-03
Van. Butter Car. Salt. Dip. Dark	57	2018-01-03
Van. Butter Car. Salt. Wrapped	31	2018-01-03
Van. Buttercream Reg. Dark	60	2018-01-04
Van. Buttercream Reg. Milk	69	2018-01-04
Van. Butter Car. Dipped Dark	85	2018-01-04
Van. Butter Car. Dipped Milk	100	2018-01-04
Van. Butter Car. Wrapped	62	2018-01-04
Van. Butter Car. Salt. Dip. Milk	54	2018-01-04
Van. Butter Car. Salt. Dip. Dark	74	2018-01-04
Van. Butter Car. Salt. Wrapped	76	2018-01-04
Van. Buttercream Reg. Dark	44	2018-01-05
Van. Buttercream Reg. Milk	27	2018-01-05
Van. Butter Car. Dipped Dark	56	2018-01-05
Van. Butter Car. Dipped Milk	32	2018-01-05
Van. Butter Car. Wrapped	28	2018-01-05
Van. Butter Car. Salt. Dip. Milk	25	2018-01-05
Van. Butter Car. Salt. Dip. Dark	74	2018-01-05
Van. Butter Car. Salt. Wrapped	79	2018-01-05
Van. Buttercream Reg. Dark	69	2018-01-06
Van. Buttercream Reg. Milk	62	2018-01-06
Van. Butter Car. Dipped Dark	53	2018-01-06
Van. Butter Car. Dipped Milk	70	2018-01-06
Van. Butter Car. Wrapped	110	2018-01-06
Van. Butter Car. Salt. Dip. Milk	34	2018-01-06
Van. Butter Car. Salt. Dip. Dark	56	2018-01-06
Van. Butter Car. Salt. Wrapped	26	2018-01-06
Van. Buttercream Reg. Dark	37	2018-01-07
Van. Buttercream Reg. Milk	7	2018-01-07
Van. Butter Car. Dipped Dark	61	2018-01-07
Van. Butter Car. Dipped Milk	80	2018-01-07
Van. Butter Car. Wrapped	49	2018-01-07
Van. Butter Car. Salt. Dip. Milk	21	2018-01-07
Van. Butter Car. Salt. Dip. Dark	33	2018-01-07
Van. Butter Car. Salt. Wrapped	59	2018-01-07