

Ice Cream Sales Analysis

Country

Czech republic

Year

All

Month

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

25.77M

Sum of Total Revenue

17.77M

Sum of Gross Profit

824K

Sum of Units

Total Revenue by Product

● Increase ● Decrease ● Total ● Other

Year	Product	Revenue Change
2014	VanHelen	200
2014	Black Monk	100
2014	Other	100
2014	Bing	100
2014	Quad	100
2014	Magnum	100
2015	Linder	100
2015	Other	100
2015	Quad	100
2015	Alder	100
2015	Black Monk	100
2015	VanHelen	100
2016	Other	100
2016	Magnum	800
2016	Carlota	500
2016	Quad	400
2016	Black Monk	400
2016	Linder	300
2017	Other	3000

Total Revenue by Sub Category

SubCategory Name	Revenue	Percentage
Extra	12.78M	49.58%
Super	5.52M	21.4%
Micro	3.78M	14.67%
Regular	3.7M	14.35%

Total Revenue By Product & Sub Category

SubCategory Name ● Extra ● Micro ● Regular ● Super

Product Name	SubCategory Name	Revenue
Magnum	Extra	1.0K
Magnum	Regular	1.0K
Carlota	Extra	1.0K
Carlota	Super	1.0K
Quad	Extra	1.0K
Quad	Super	1.0K
Linder	Regular	1.1K
Black Monk	Extra	1.0K
VanHelen	Micro	1.0K
Alder	Micro	1.0K
Bing	Extra	1.0K

Total Revenue by Category

Category	Revenue	Percentage
Special	16.56M	64.25%
General	9.21M	35.75%

MoM

Month	Sum of Total Revenue
January	2.21M
February	1.82M
March	2.18M
April	2.21M
May	2.24M
June	2.22M
July	2.31M
August	2.19M
September	2.01M
October	2.07M
November	2.15M
December	2.17M

QoQ

Qtr	Sum of Total Revenue
1	6.21M
2	6.67M
3	6.51M
4	6.38M