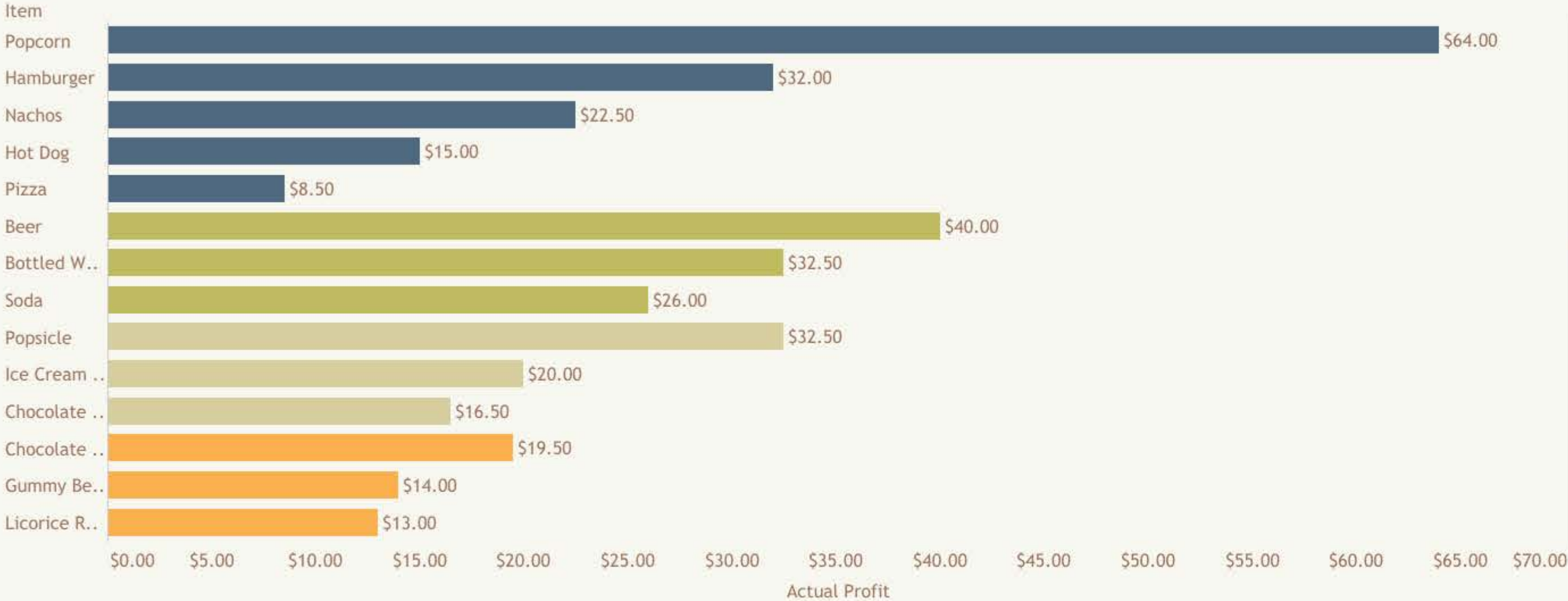


Item by Category

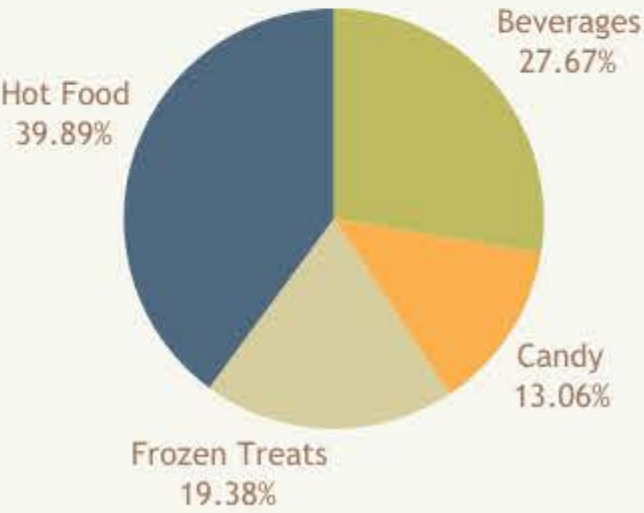


Category Sales

Category	
Beverages	\$98.50
Candy	\$46.50
Frozen Treats	\$69.00
Hot Food	\$142.00
Grand Total	\$356.00

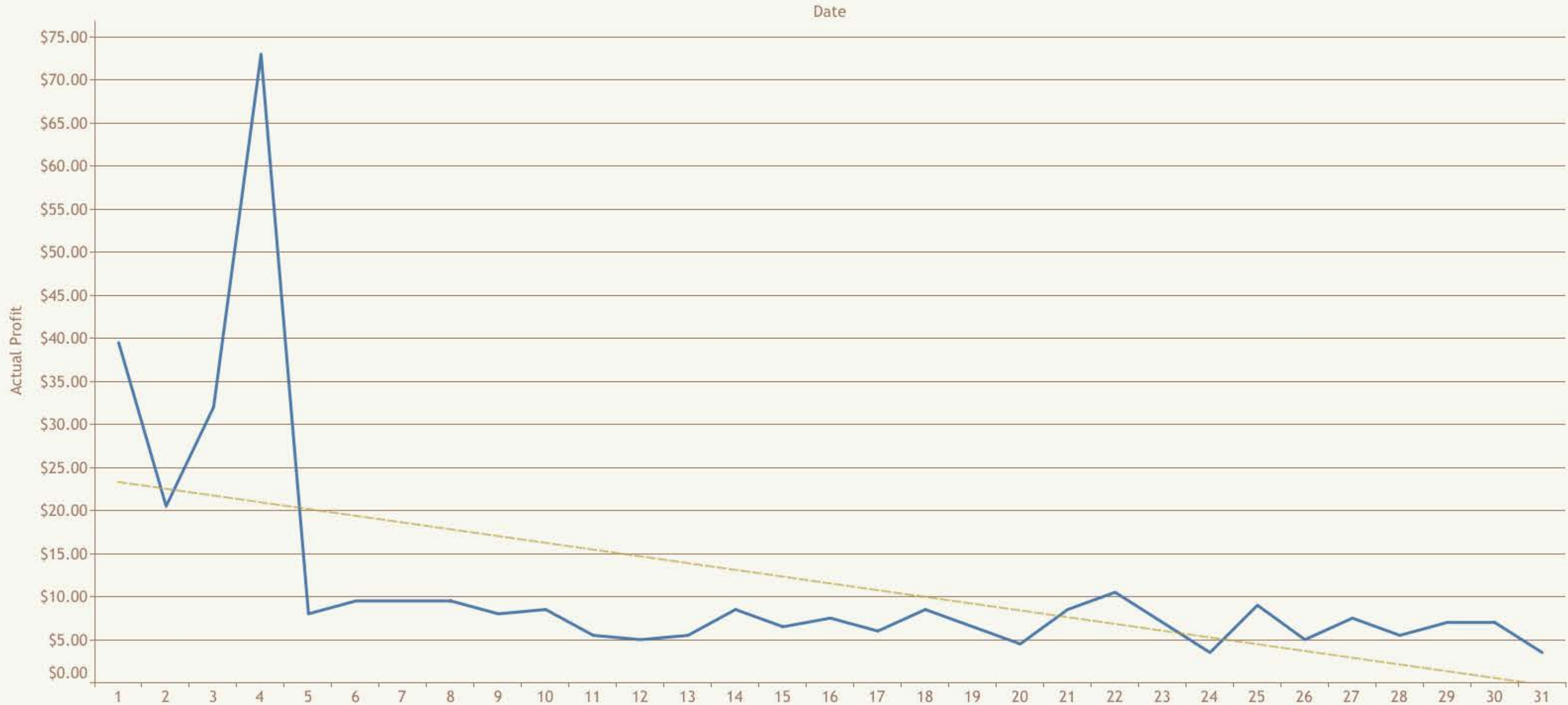
Highlight Category
No items highlighted

Category Sales Percent



Total sales during basketball games between 1/1/2019 and 2/8/2019 was \$356.00 with the largest grossing category being hot foods making up 39.89% of total profits having beer as its top seller.

Sales by Day



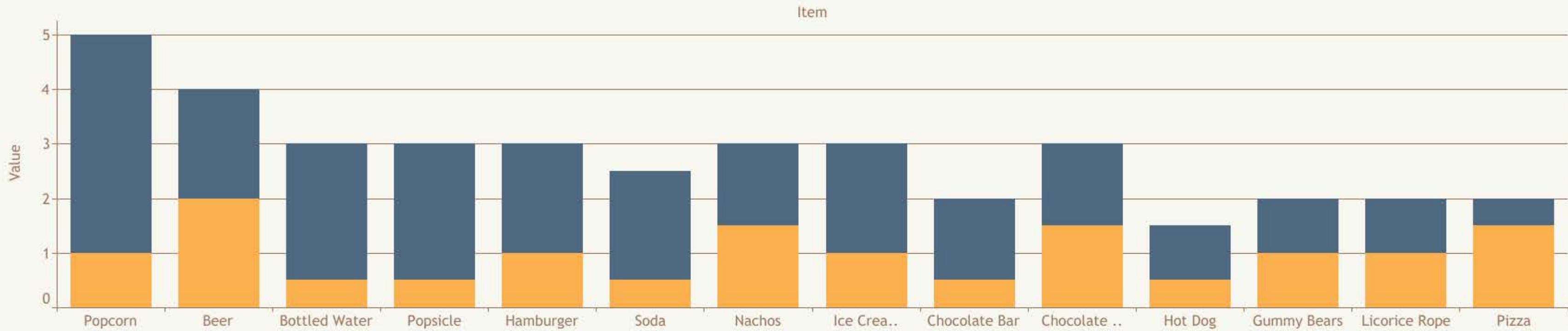
Item by Day

Item	
Beer	\$6.00
Bottled Water	\$2.50
Chocolate Bar	\$3.00
Chocolate Dipped C..	\$6.00
Gummy Bears	\$2.00
Hamburger	\$4.00
Hot Dog	\$1.00
Ice Cream Sandwich	\$4.00
Licorice Rope	\$1.00
Nachos	\$10.50
Pizza	\$1.50
Popcorn	\$16.00
Popsicle	\$2.50
Soda	\$6.00

Month, Day, Year of Date
January 4, 2019

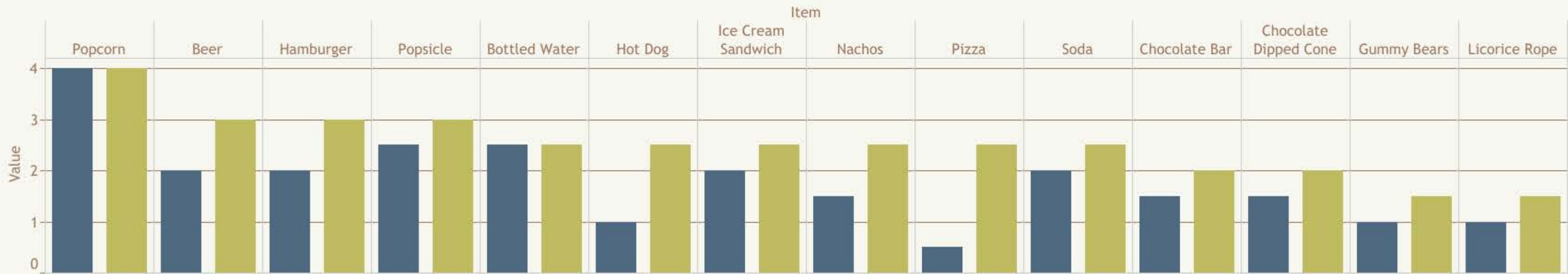
The highest grossing day was January 4th with \$73.00 in total sales and popcorn as the highest selling item. Sales have trended down over the course of the period.

Cost versus Profit



Here you can see the cost of an item compared to the profit received for that item. Some items have a low cost and high profit, while others have a high cost and low profit. If we adjusted the profit for the items to be tiered so that similar items in a category had similar prices we could increase the overall sales. Increasing the profits would increase the pricing of some of the items.

Updated Profit



Updated Price



Measure Names
■ Avg. New P..
■ Avg. Price

Total Profits

Category	Item	Actual Profit	New Profit (\$..
Beverages	Beer	\$40.00	\$60.00
	Bottled Water	\$32.50	\$32.50
	Soda	\$26.00	\$32.50
	Total	\$98.50	\$125.00
Candy	Chocolate Bar	\$19.50	\$26.00
	Gummy Bears	\$14.00	\$21.00
	Licorice Rope	\$13.00	\$19.50
	Total	\$46.50	\$66.50
Frozen Treats	Chocolate Dipped C..	\$16.50	\$22.00
	Ice Cream Sandwich	\$20.00	\$25.00
	Popsicle	\$32.50	\$39.00
	Total	\$69.00	\$86.00
Hot Food	Hamburger	\$32.00	\$48.00
	Hot Dog	\$15.00	\$37.50
	Nachos	\$22.50	\$37.50
	Pizza	\$8.50	\$42.50
	Popcorn	\$64.00	\$64.00
	Total	\$142.00	\$229.50
Grand Total		\$356.00	\$507.00

Increasing the price on key items could increase future profits by 42% if similar sales trends are experienced.