Sales and Inventory Performance **for last 3 months** (report generated monthly)

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|  | SKU | Item Category | Item Name | Image | Sales Value | Gross Profit | Stock Turnover Ratio | Average Inventory over last 3 months period | Cost of Holding | Units Sold | Social Media Ranking | Recommended Action (Buy more stock, reduce sale price, increase sale price) |
| ***Source / Calculation*** | As original | As original | As original | As original | Sum of sales value in last 3 months | [Total sales in last 3 months] – [cost of goods sold | [Sum of sales value in last 3 months] / [divided by average inventory levels (weighted)] | [Weighted average inventory over last 3 months] | [user input] | [sales over last 3 month] | ??? |  |
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**Criteria for recommendations**

IF stock turnover is high, and profit margin is high, and inventory levels are low 🡪 buy more stock

IF stock turnover is high, and profit margin is low 🡪 increase price

IF stock turnover is low, and profit margin is high, and inventory levels are high 🡪 reduce price

IF stock turnover is low, and profit margin is low, and inventory is high 🡪 try to eliminate from stock