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

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | SKU & Item Name | Image | Sales Value | Stock Turnover Ratio | Social Media Ranking | Average Inventory over last 3 months period | Units Sold | Total Profit | Recommended Action (Buy more stock, reduce sale price, increase sale price) |
| Source / Calculation |  |  |  |  |  |  |  |  |  |
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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