


ABC Company

INSIGHT2PROFIT

October 22, 2020

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The background of the slide is a complex financial chart. It features several data series: a set of candlesticks in light blue and green, a prominent red line that trends upwards and then slightly downwards, a white line that fluctuates significantly, and a green line that also shows some volatility. The chart is overlaid on a background of blue and teal geometric shapes, including triangles and lines. The overall aesthetic is high-tech and data-driven.

mather:

This report highlights the sale trends for 2015 and 2016,
analyzes the impact of February's price increase,
and recommends how to move forward.

This report shows
results for the
period:
Jan 2015 -
Aug 2016

Over the course of this
time, ABC Co. sold a
total of
348,967
units.

As a result, ABC Co
generated
\$6,493,529
in revenue,
incurring costs of
\$4,129,424

ABC Co. yielded
profit margins of
36.4%

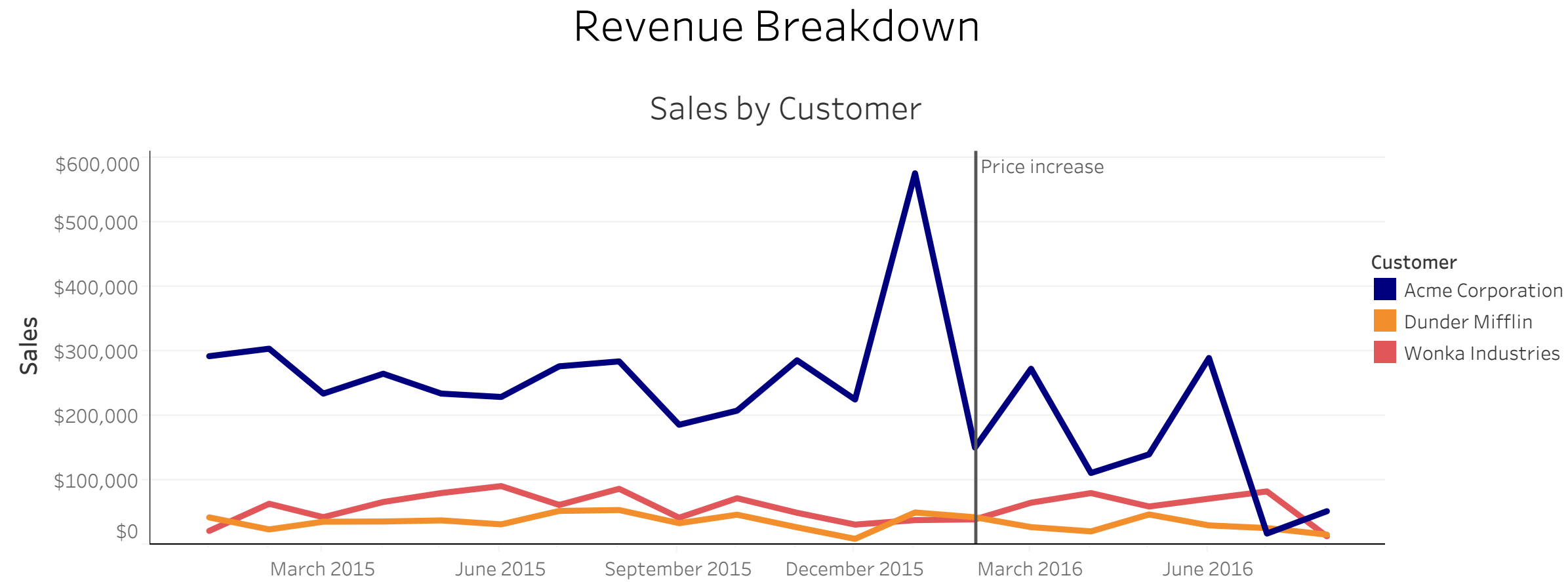
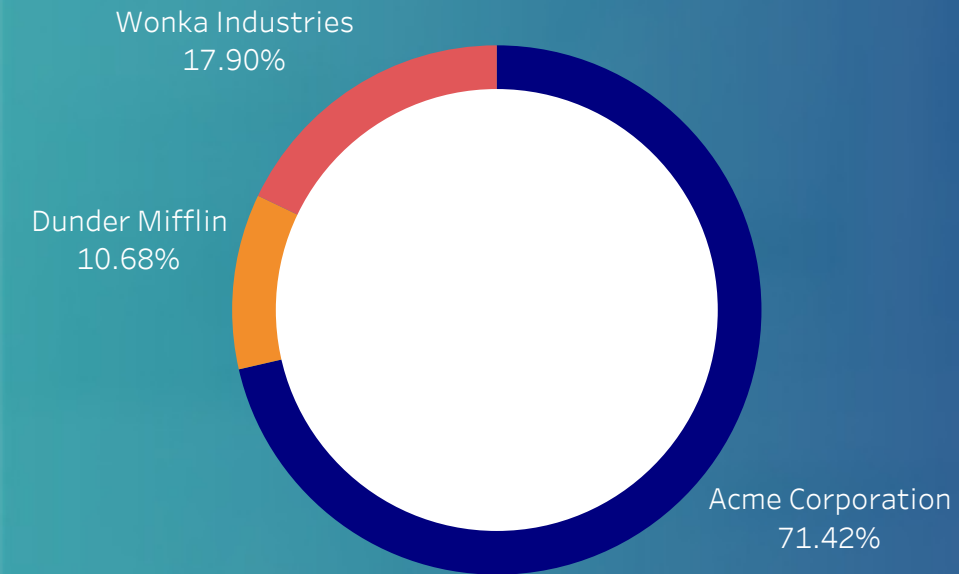
Sales and Cost trends



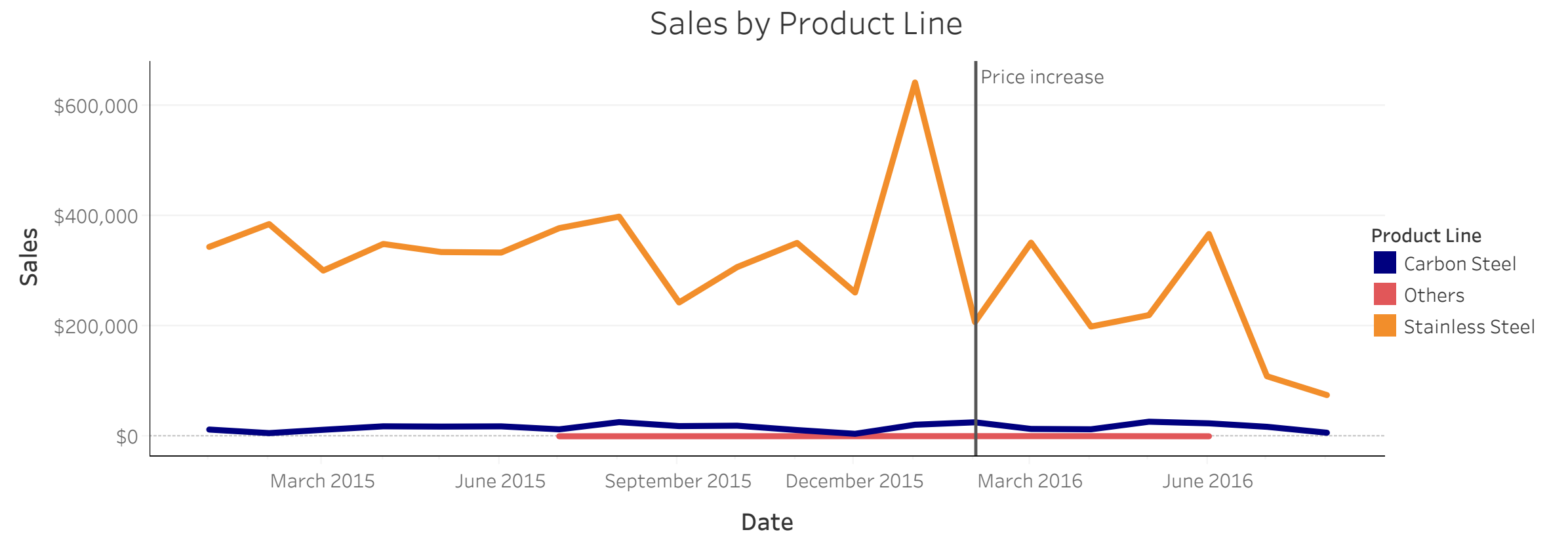
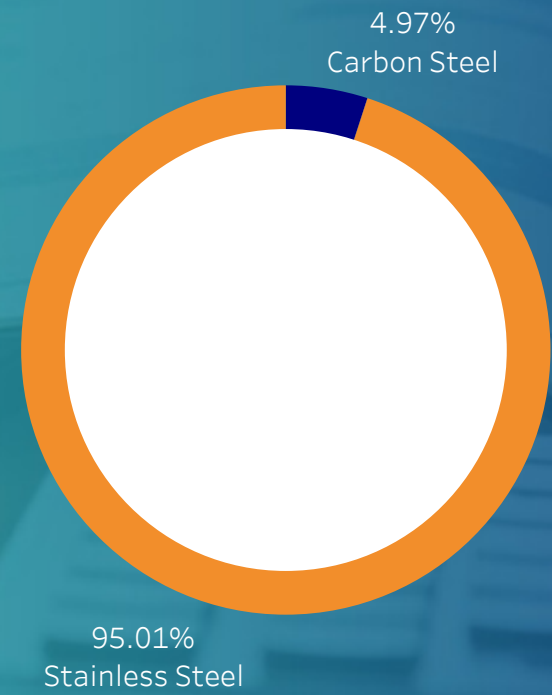
The price increase line represents the 5% increase in price across the board for all customers and products effective February 1st, 2016.

Profit margins dropped from 36.6% to 35.9% post price increase.

Total Revenue by Customer

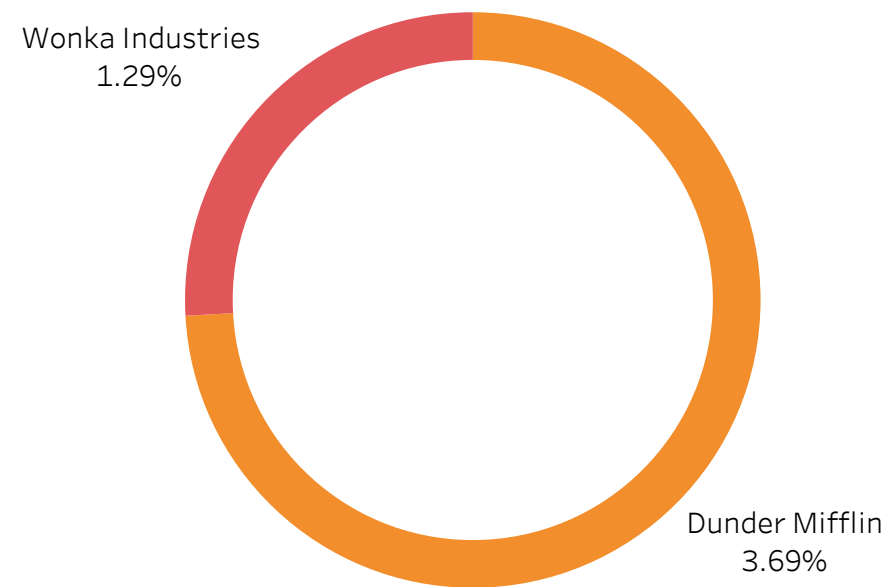


Total Revenue by Product Line

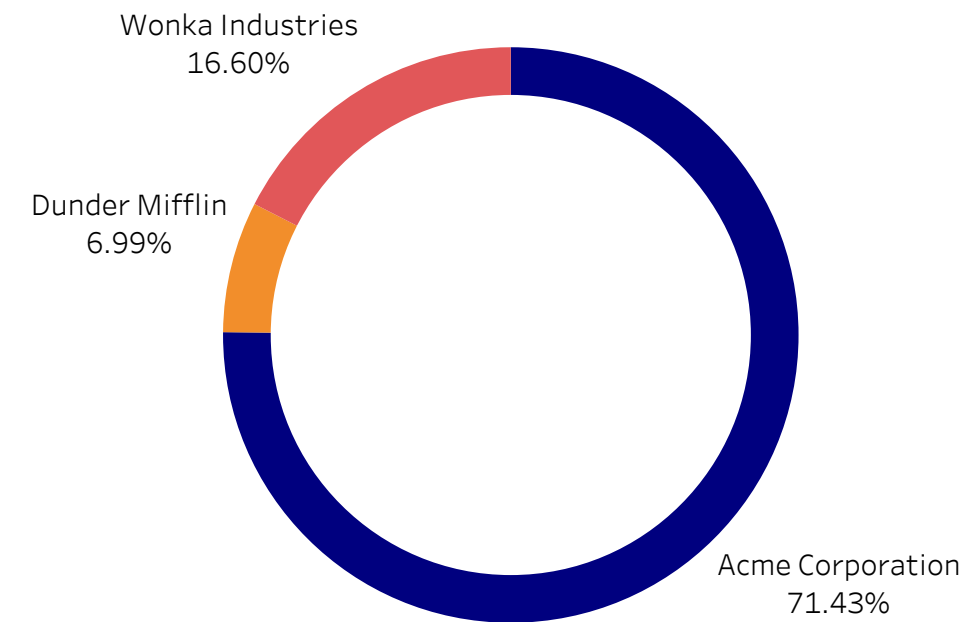


Sales

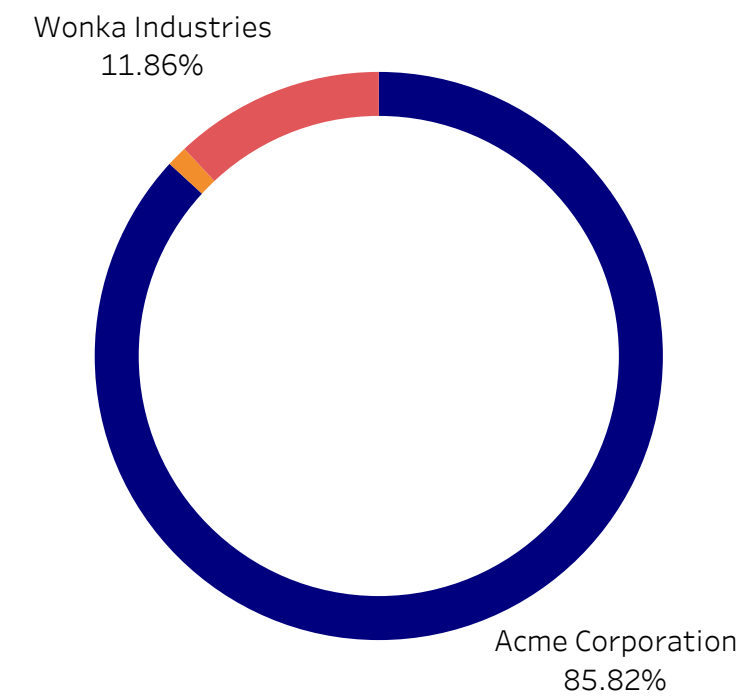
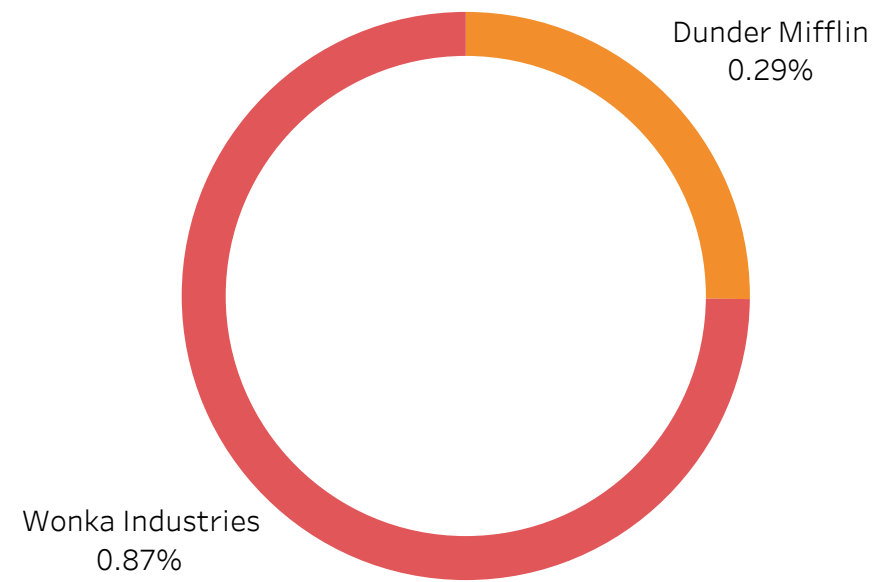
Carbon Steel



Stainless Steel



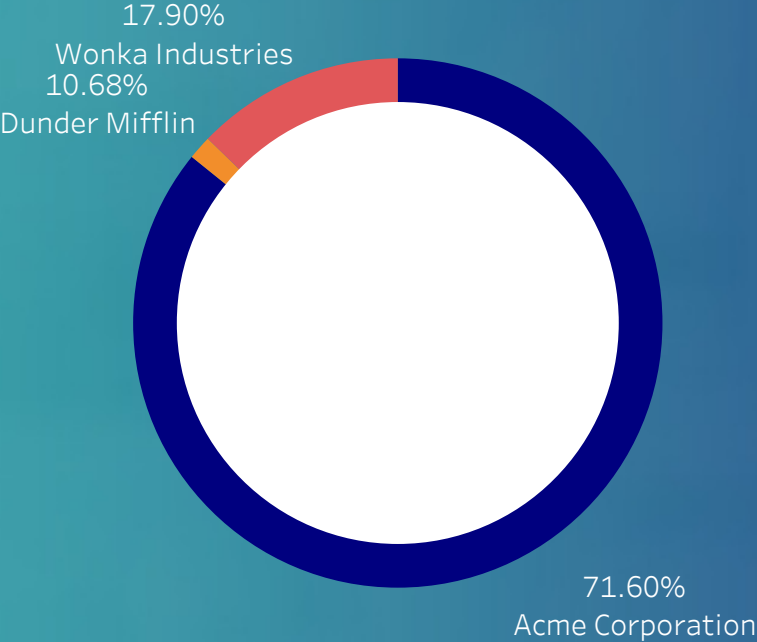
Quantity



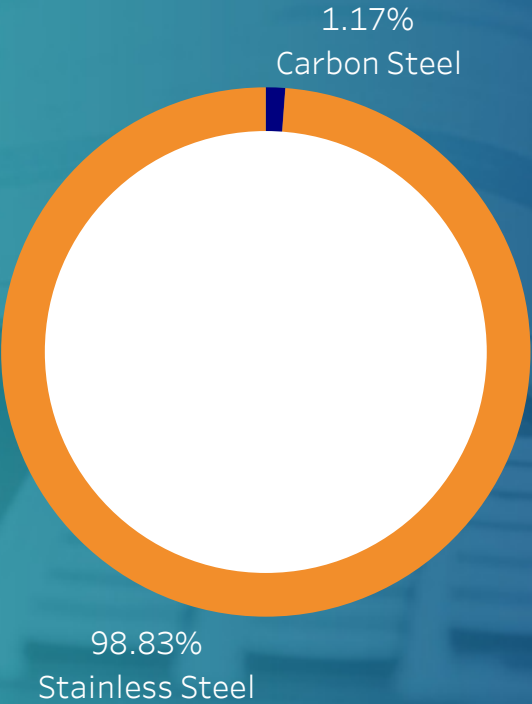
Customer

- Acme Corporation
- Dunder Mifflin
- Wonka Industries

Total Quantity by Customer



Total Quantity by Product Line



Quantity Shipped Trends



Sales figures indicate that another price increase will not be beneficial due to ACME's price sensitivity.

Quantity figures indicates ABC Co should look into lowering costs since profit margins are decreasing.

