

# Profitability analysis

Identify ways to optimize  
profitability



700

T\_Orders

1.13M

Units\_Sold

4.69M

T\_Revenue

2.72M

T\_Profit

57.93%

Profit%

325.17%

YoY\_Growth%

9.81%

MoM\_Change%

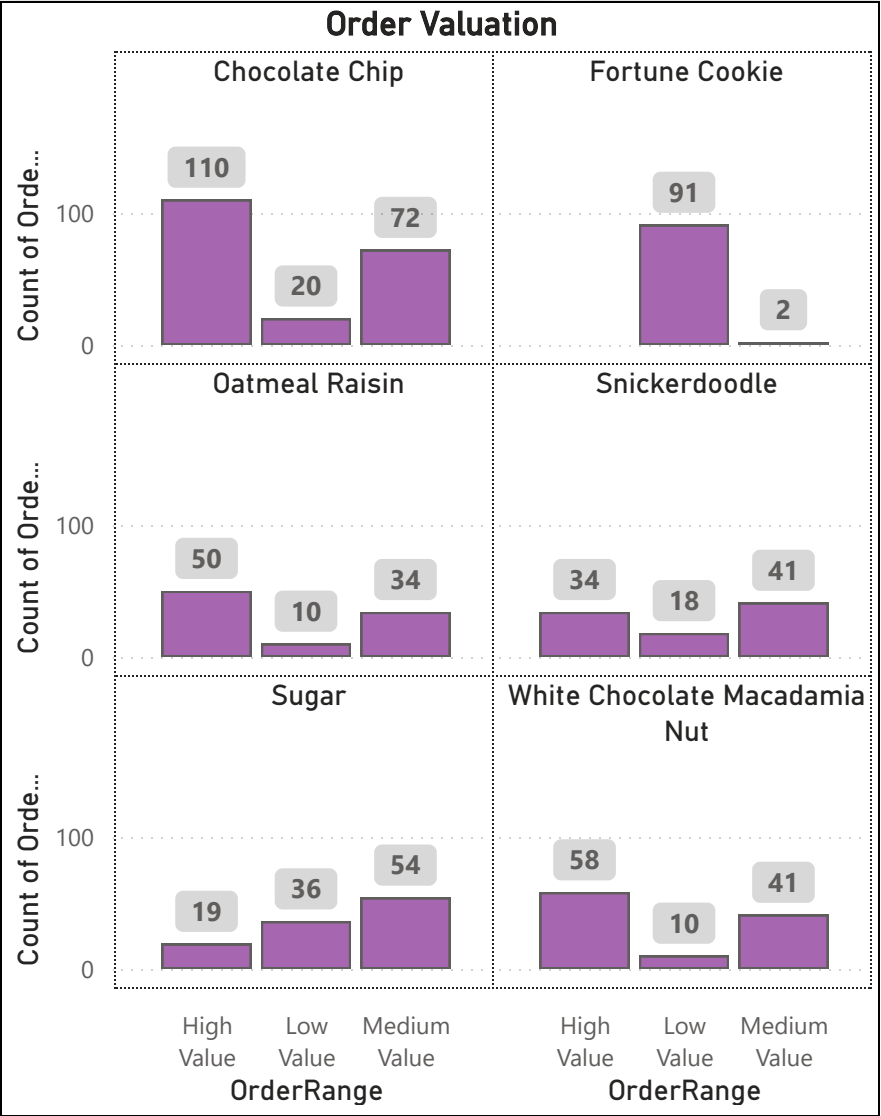
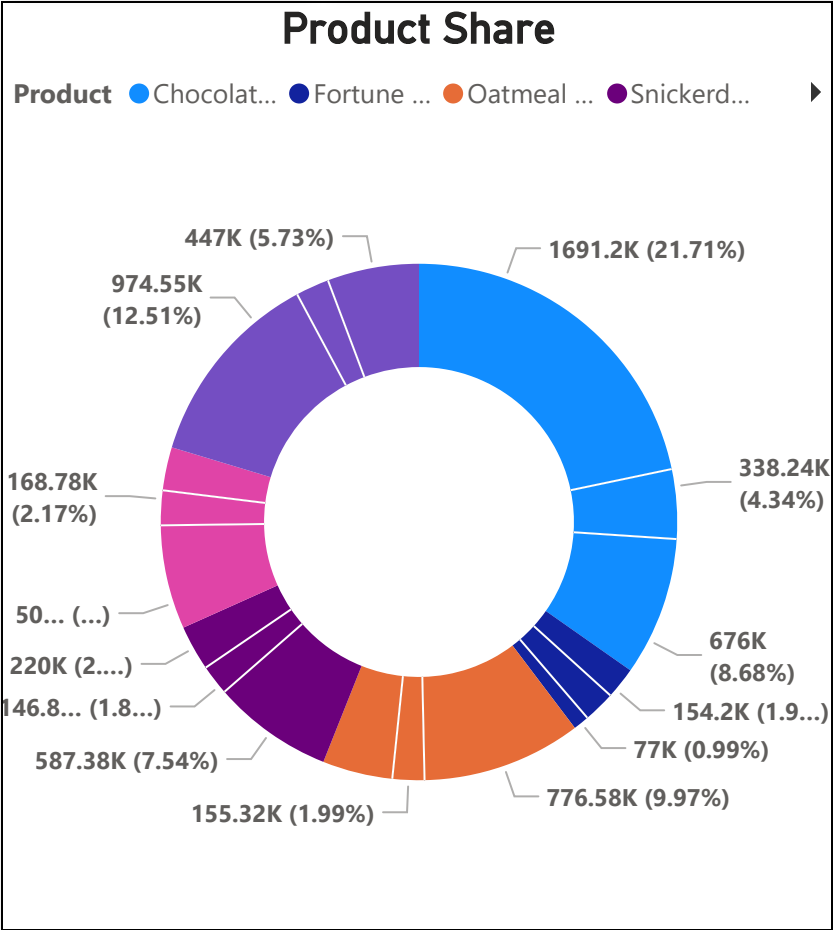
Product Details		
Chocolate Chip		
1,691,197.50	338,239.50	676479
Revenue	Units Sold	Overall Cost
Fortune Cookie		
154,198.00	154,198.00	77098
Revenue	Units Sold	Overall Cost
Oatmeal Raisin		
776,575.00	155,315.00	341694
Revenue	Units Sold	Overall Cost
Snickerdoodle		
587,384.00	146,846.00	220266
Revenue	Units Sold	Overall Cost
Sugar		
506,349.00	168,783.00	210976
Revenue	Units Sold	Overall Cost
White Chocolate Macadamia Nut		
974,547.00	162,424.50	446667
Revenue	Units Sold	Overall Cost

Year

All

Month

All



Year

All

Month

January

February

March

April

May

June

July

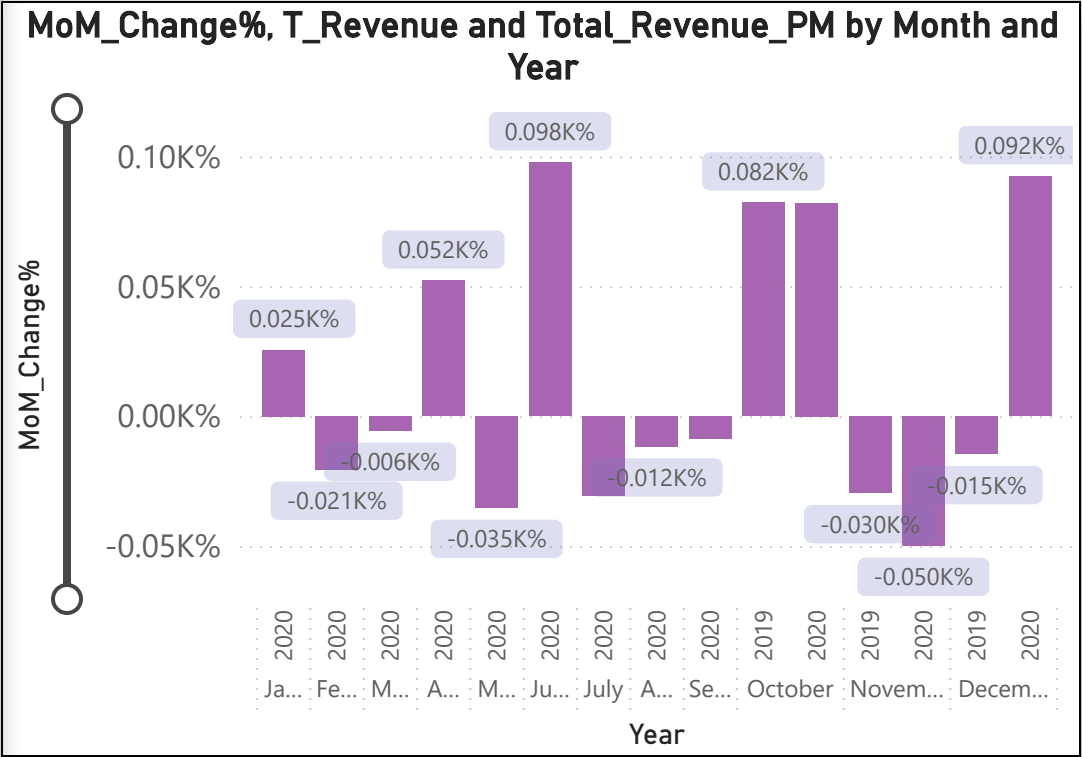
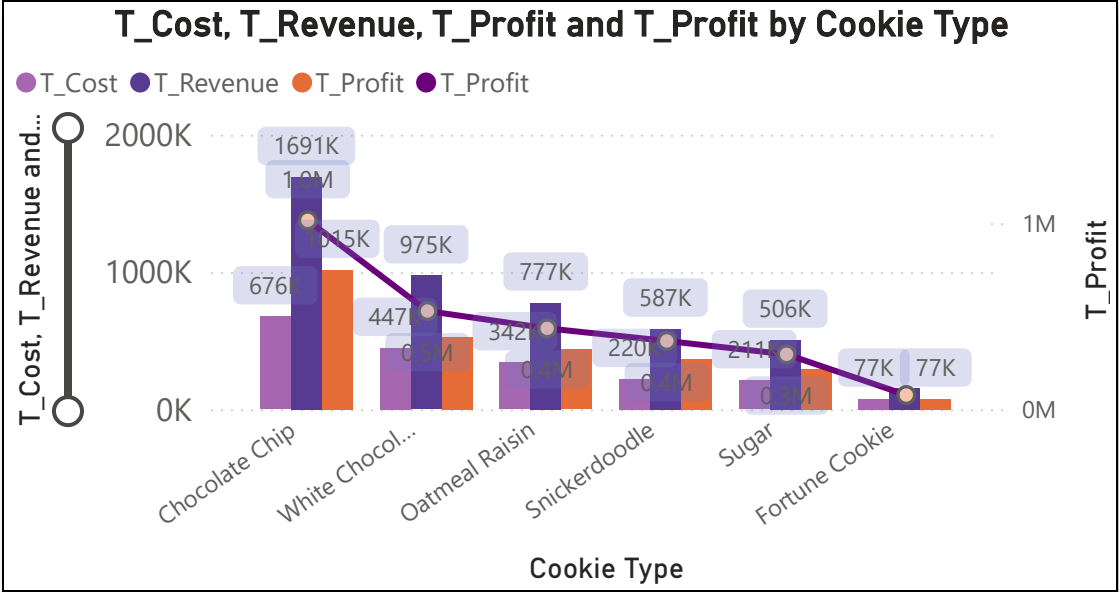
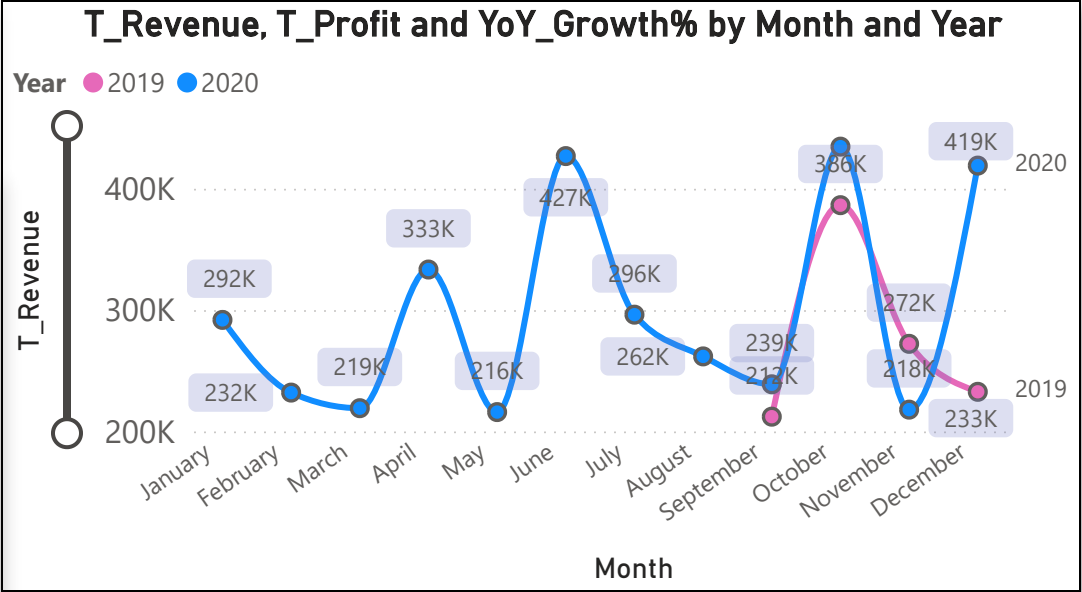
August

September

October

November

December



### Client Segmentation

Name	T_Orders	Order Category	Profit%
ABC Groceries	101	Commercial Order	58.13%
ABC Groceries	31	Consumer Order	54.49%
ACME Bites	155	Commercial Order	58.10%
ACME Bites	51	Consumer Order	54.59%
Park & Shop Convenience Stores	84	Commercial Order	58.59%
Park & Shop Convenience Stores	30	Consumer Order	55.00%
Tres Delicious	61	Commercial Order	58.28%
Tres Delicious	31	Consumer Order	55.45%
Wholesome Foods	114	Commercial Order	57.94%
Wholesome Foods	42	Consumer Order	54.29%
Total	700		57.93%

