

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

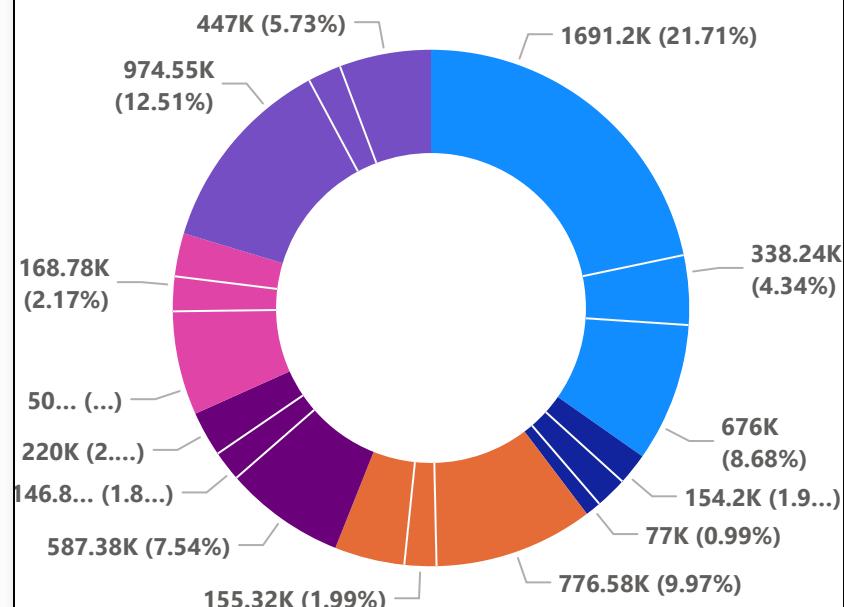
All

Month

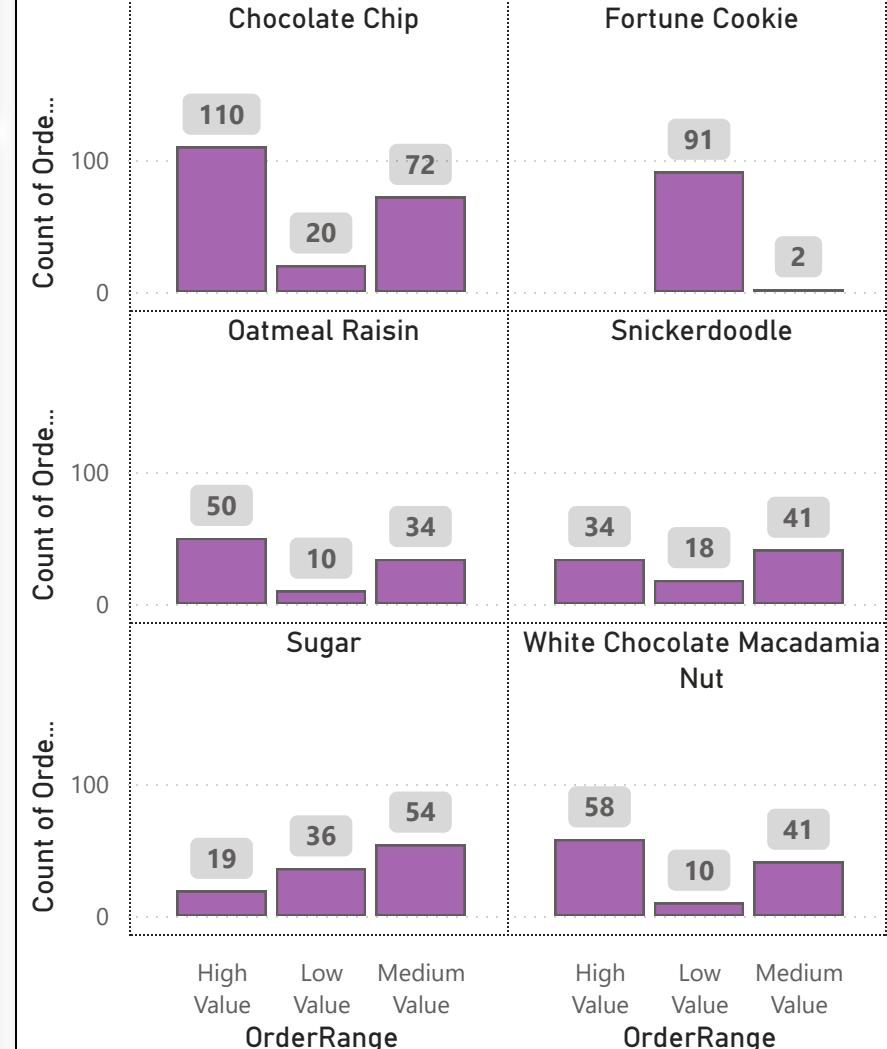
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Product Share

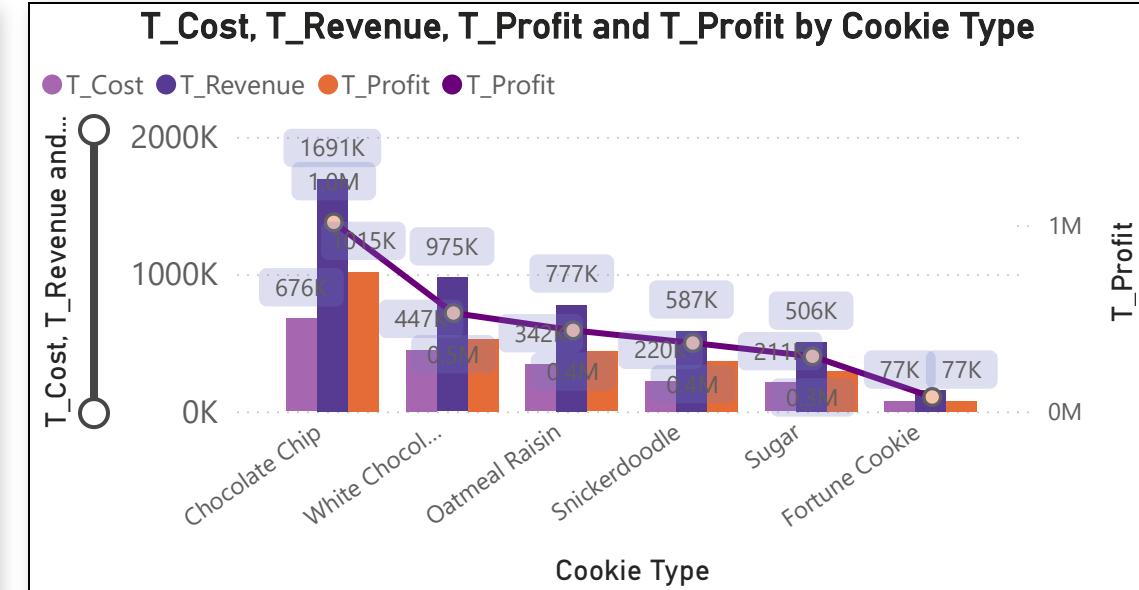
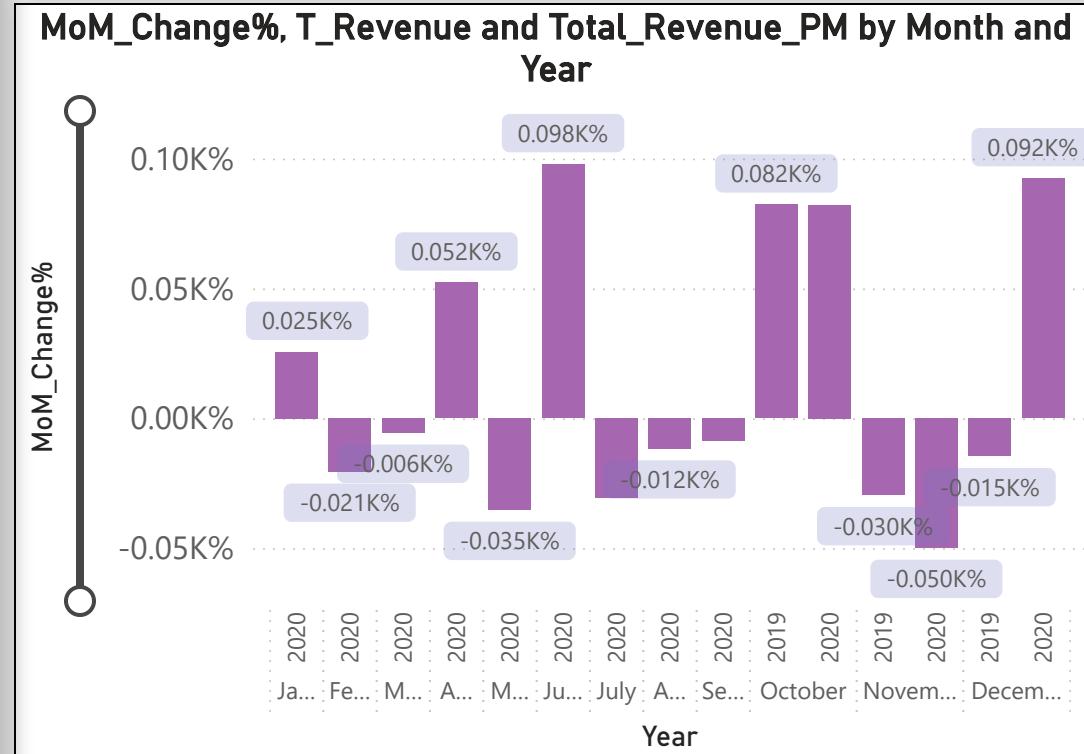
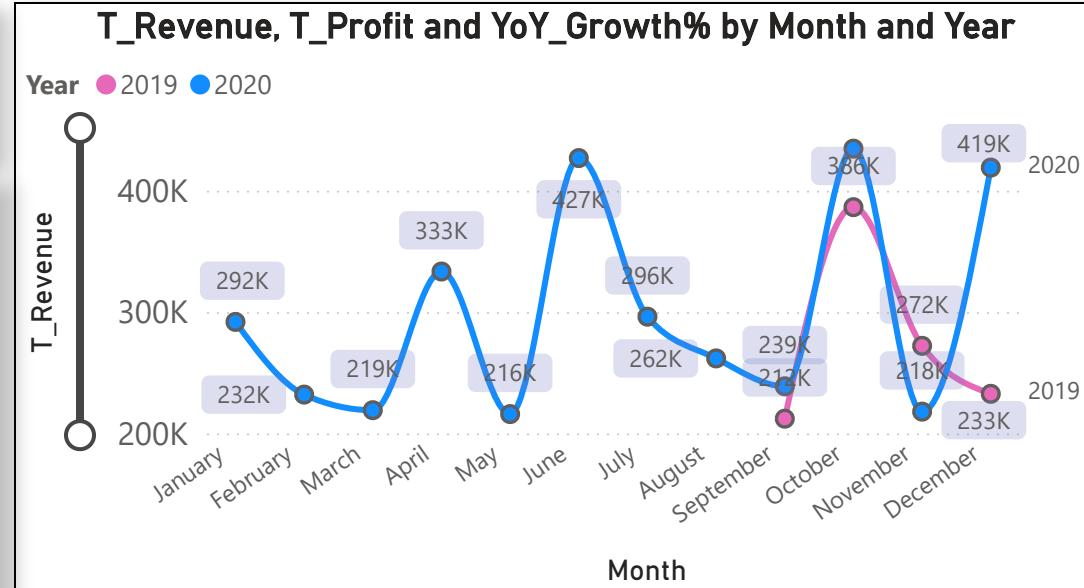
Product ● Chocolat... ● Fortune ... ● Oatmeal ... ● Snickerd...



Order Valuation



Year



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%

