



TREAT LINK

Year

All

Quarter

All

Division

All



Total Sales

**\$141.8K**

MoM Sales % -1.1%

Total Gross Profit

**\$93.4K**

MoM Gross Profit % Change -0.5%

Gross Profit Margin

**65.9%**

Profit Margin % Change 0.5%

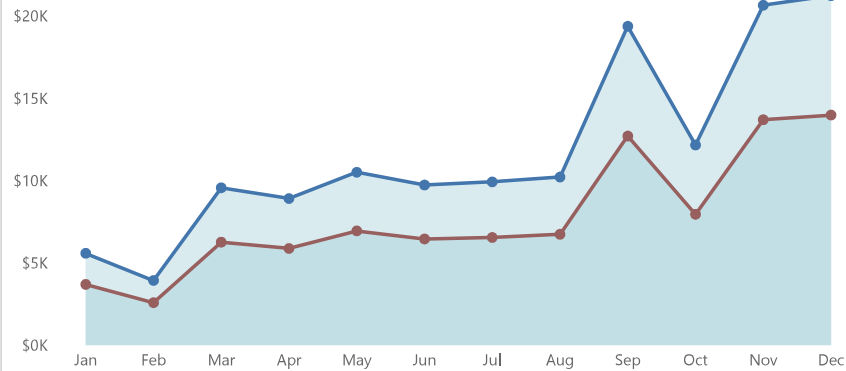
Total Orders

**9K**

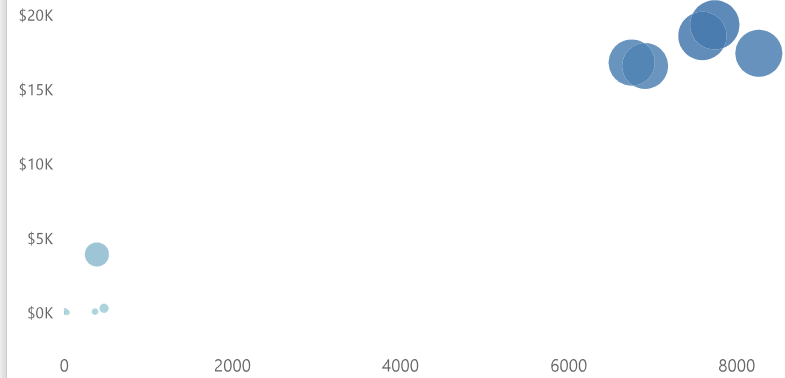
Avg Order Value

**\$16.6**

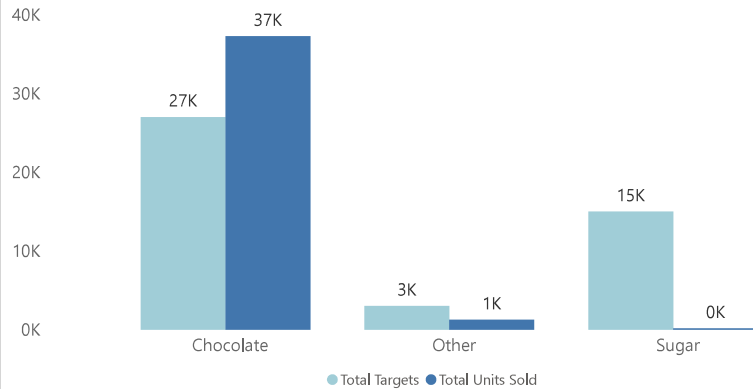
Gross Profit by Month



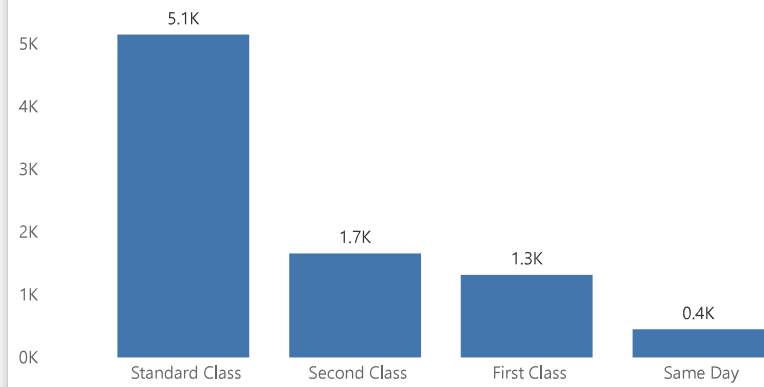
Profitability vs. Volume by Products



Target vs Actual Units Sold by Division



Orders by Shipping Mode





Product Name	Total Sales	Total Gross Profit	Sales Attainment %
Wonka Bar - Triple Dazzle Caramel	\$28,485.0	\$18,610.2	63.3%
Wonka Bar -Scrumdiddlyumptious	\$27,874.8	\$19,357.5	61.9%
Wonka Bar - Milk Chocolate	\$26,867.8	\$17,443.4	59.7%
Wonka Bar - Fudge Mallows	\$24,890.4	\$16,593.6	55.3%
Wonka Bar - Nutty Crunch Surprise	\$23,574.9	\$16,819.9	52.4%
Lickable Wallpaper	\$7,860.0	\$3,930.0	17.5%
Kazookles	\$1,205.8	\$92.8	2.7%
Wonka Gum	\$597.5	\$310.7	1.3%
Everlasting Gobstopper	\$130.0	\$104.0	0.3%
Fizzy Lifting Drinks	\$78.8	\$47.3	0.2%
Hair Toffee	\$76.5	\$59.5	0.2%
SweeTARTS	\$61.5	\$28.7	0.1%
Laffy Taffy	\$53.7	\$33.5	0.1%
Nerds	\$15.0	\$7.0	0.0%
Fun Dip	\$12.0	\$4.8	0.0%

### Key Takeaways & Actions

This dashboard provides a clear overview of Treat Link's candy sales performance, guiding strategic decisions.

- **Profit Margin:** Treat Link's overall profit margin is healthy, but a recent slight decline requires immediate investigation into product mix, pricing, or costs.
- **Divisional Focus:** "Chocolate" sales are strong, significantly exceeding targets. However, "Sugar" products are consistently underperforming, necessitating a review of their market strategy and sales approach.
- **Seasonal Trend:** Gross Profit consistently peaks in September but declines in October. Treat Link needs to investigate this recurring seasonality to optimize future strategies.
- **Product Portfolio:** Sales are heavily concentrated in a few "Wonka Bar" products. Treat Link must develop plans for other candies that are significantly missing their sales goals.
- **Shipping Strategy:** Treat Link's heavy reliance on "Standard Class" shipping warrants an assessment of its impact on customer satisfaction and potential strategies to promote faster options.