Sales & Margin Performance Review
Period: 2024-25
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Regional Performance Dashboard Executive Summary:

This analysis takes a closer look at how sales, budgets, and gross margins have trended through 2024 and 2025, with the goal of spotting where profitability is strongest and which customers or regions are driving the most impact.

Metric	Value	Trend
YTD Revenue	$51.0M	↑ Growth from last quarter
Gross Margin %	58% -> 80%	↑ Improving
Budgeted COGS	$15.8M	Stable
Top Margin (MTD)	83%	↑ Record high

Key Takeaways (YTD – Revenue View, All Regions)

1. Sales Are Outperforming the Plan
Year to date revenue is around $51 million, and actual sales have been higher than budget in most months, especially from August through October. We've got good momentum heading into the end of the year.

2. Margins Are Getting Stronger
Gross margin is sitting at 58%, but what's even better is how it's been improving from about 40% early on to 80% plus by October. That shows we're doing a better job managing costs and pricing over time.

3. Costs Are in Check
Budgeted COGS is about $15.8 million, which is roughly 31% of total revenue. That's a pretty efficient ratio and suggests we're keeping expenses under control as sales grow.

4. Margins Are Peaking This Month
Month to date gross margin is at 83%, which is a big jump from earlier periods. This points to strong cost control and possibly a shift toward higher margin products or clients.

5. Top Customers Are Carrying the Profitability
Procter & Gamble, Humana, and General Dynamics are crushing it with near perfect margins (around 99–100%) and steady revenue. These accounts are basically our best balance of volume and profit.

6. Northeast Region: High Sales, Lower Margins

The Northeast is driving the most revenue (especially with Zeta and Tau, over $4.3M), but margins there are only around 51%. It's strong on sales, but costs or discounts are probably eating into profit a bit.

Assumptions Behind the Analysis

- The data assumes things are steady and we didn't break out seasonal or one time factors.
- Budget numbers reflect 2025 targets with no midyear changes.
- Gross margin % is calculated as ***(Revenue – COGS) / Revenue*** and doesn't include overhead or SG&A.
- Revenue and COGS are assumed to be correctly tied to each region, with no adjustments between them.

Next Steps / Recommendations

- Keep tracking product level margins in the Northeast to understand cost pressure.
- Identify high-margin customers to expand strategic partnerships.
- Continue optimizing COGS efficiency through Q4 to sustain growth momentum.