

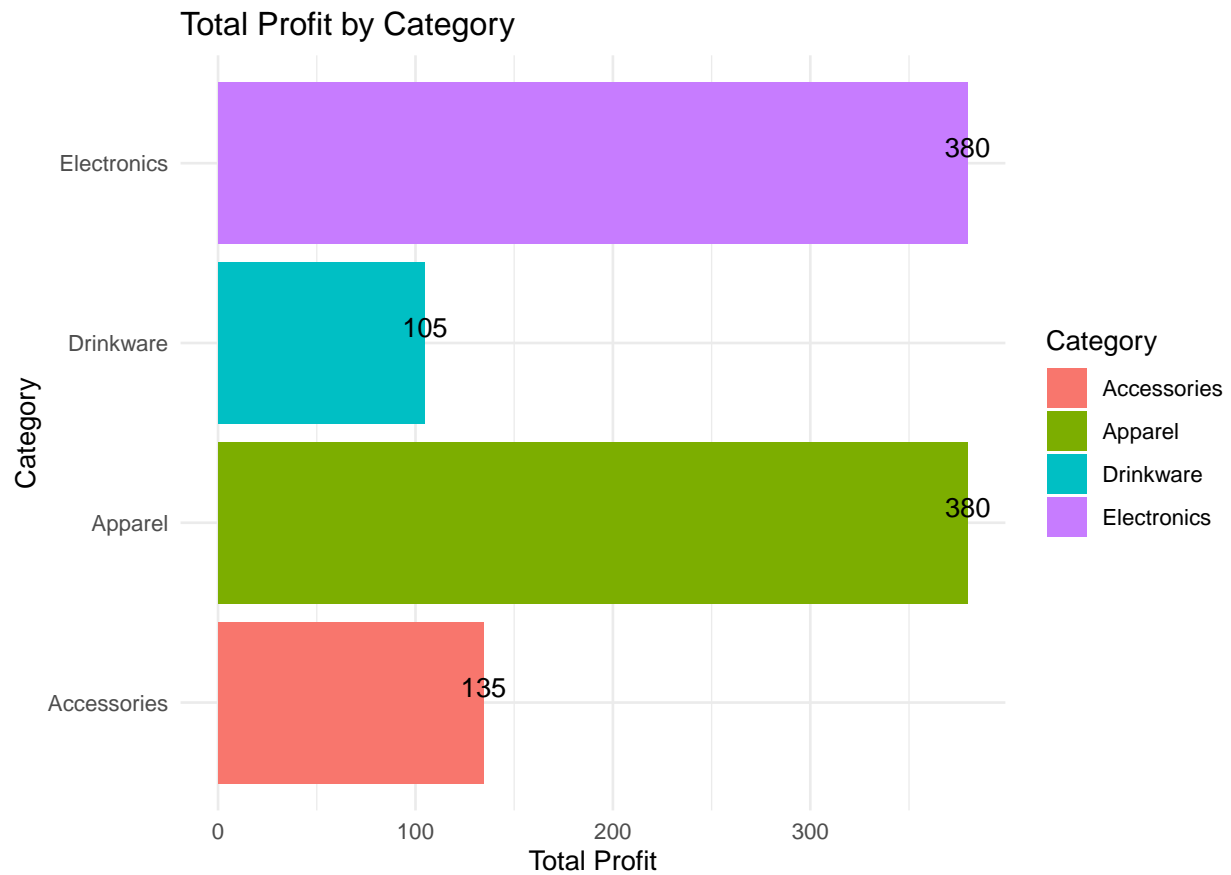
Profit Analysis Report

Philly B

2025-05-08

```
## # A tibble: 10 x 11
##   Date      Product Units_Sold Price In_Stock Revenue Category   Cost Supplier
##   <date>    <chr>      <dbl> <dbl> <lgl>    <dbl> <chr>    <dbl> <chr>
## 1 2023-01-01 iPad          12 35.0  TRUE     420. Electron~ 25 TechZone
## 2 2023-01-02 Pouch           8 15.0 FALSE    120. Accessor~ 6 PackIt
## 3 2023-01-03 Mug            5 9.99 TRUE     50.0 Drinkware 3 MugCo
## 4 2023-01-04 Hoodie        10 40.0 TRUE    400. Apparel 20 ClothHo~
## 5 2023-01-05 iPad          15 35.0 TRUE    525. Electron~ 25 TechZone
## 6 2023-01-06 Mug            6 9.99 FALSE    59.9 Drinkware 3 MugCo
## 7 2023-01-07 Pouch           7 15.0 FALSE    105. Accessor~ 6 PackIt
## 8 2023-01-08 Hoodie         9 40.0 TRUE    360. Apparel 20 ClothHo~
## 9 2023-01-09 iPad          11 35.0 TRUE    385. Electron~ 25 TechZone
## 10 2023-01-10 Mug           4 9.99 TRUE     40.0 Drinkware 3 MugCo
## # i 2 more variables: Profit <dbl>, Profit_Margin <dbl>
```

```
## # A tibble: 4 x 4
##   Category    Total_Revenue Total_Profit Avg_Profit_Margin
##   <chr>        <dbl>        <dbl>        <dbl>
## 1 Accessories    225.         135.         0.6
## 2 Apparel        760.         380.         0.5
## 3 Drinkware      150.         105.         0.7
## 4 Electronics   1330.         380.         0.29
```



Key Insights

- **Electronics** (iPad) generated the most profit overall.
- **Accessories** and **Drinkware** had the lowest profit margins.
- Profit margins reveal pricing strategy opportunities for underperforming categories.