

\$167.57K

Sales Total (USD)

\$224.21K

Sales Total (CAD)

Qtr- FY	Q1-FY2021		Q2-FY2021		Q3-FY2021		Q4-FY2021		Total	
CustType	Sales Total (USD)	Gross Profit Margin	Sales Total (USD)	Gross Profit Margin	Sales Total (USD)	Gross Profit Margin	Sales Total (USD)	Gross Profit Margin	Sales Total (USD)	Gross Profit Margin
☐ SSTC Restaurant	\$1,114.52	61.62%	\$1,109.51	61.13%	\$1,053.54	60.65%	\$1,057.56	59.83%	\$4,335.13	60.82%
Cash Purchase	\$1,114.52	61.62%	\$1,109.51	61.13%	\$1,053.54	60.65%	\$1,057.56	59.83%	\$4,335.13	60.82%
☐ Grocery Store	\$19,919.4	13.90%	\$16,569.27	14.89%	\$17,739.28	14.32%	\$14,569.36	14.18%	\$68,797.31	14.31%
Black Bear Market	\$1,800	37.93%	\$1,800	37.93%	\$1,800	37.93%	\$1,800	37.93%	\$7,200	37.93%
Blokes Block	\$1,080	33.78%	\$1,080	33.78%	\$1,080	33.78%	\$1,080	33.78%	\$4,320	33.78%
Saanich Goods	\$2,220	18.04%	\$2,280	13.84%	\$1,080	25.51%	\$1,080	25.51%	\$6,660	19.03%
Queens Arms Store	\$1,080	19.44%	\$1,080	19.44%	\$1,180	17.45%	\$1,330	2.80%	\$4,670	14.20%
The Well Shoppe	\$5,999.4	9.16%	\$2,229.27	12.68%	\$2,519.28	11.74%	\$2,799.36	9.42%	\$13,547.31	10.27%
Puget's Finest Foods	\$5,040	8.53%	\$5,400	8.89%	\$6,780	8.19%	\$3,780	8.21%	\$21,000	8.46%
Read n' Tea	\$2,700	4.87%	\$2,700	4.87%	\$3,300	4.87%	\$2,700	4.87%	\$11,400	4.87%
☐ Distributor	\$25,542	15.57%	\$25,902	14.60%	\$24,992	10.86%	\$18,000	9.55%	\$94,436	12.91%
Rainier & Co.	\$10,800	21.91%	\$9,720	19.44%	\$9,720	10.28%	\$11,520	5.61%	\$41,760	14.13%
The Best Teas	\$14,742	10.93%	\$16,182	11.69%	\$15,272	11.24%	\$6,480	16.56%	\$52,676	11.95%
Total	\$46,575.92	15.96%	\$43,580.78	15.90%	\$43,784.82	13.46%	\$33,626.92	13.13%	\$167,568.44	14.72%

Executive summary while the heighest sales by customer type is [Distributor](#), the highest gross profit is [SSTC Restaurant](#). Among individual customers, the highest sales are [Bacchus' Best](#). While the highest gross profit margins are with [Cash Purchase](#)

ProductName	PCT Unit Sales By Product	PCT Gross Profit By Product
Bamboo Grove Tea	41.71%	31.67%
Imperial Poet Tea	27.53%	30.63%
Scholar's Saison Tea	16.08%	0.30%
Henan Happy Tea	7.48%	20.20%
Han Dynasty Spiced Tea	4.08%	10.53%
Liu Ling's Black Tea	3.12%	6.67%
Total	100.00%	100.00%

Executive summary The highest % of sales and gross profit is Bamboo Grove Tea. Products with gross profit significantly higher than unit sales are: Han Dynasty Spiced Tea, Henan Happy Tea, and Liu Ling's Black Tea. Also, Products with higher unit sales compared to gross profit are: Bamboo Grove Tea and Scholar's Saison Tea. As a data analyst, i recommend the sales team to examine Henan Happy Tea Liu Ling's Black Tea and Liu Ling's Black Tea further and see what changes can be made.