

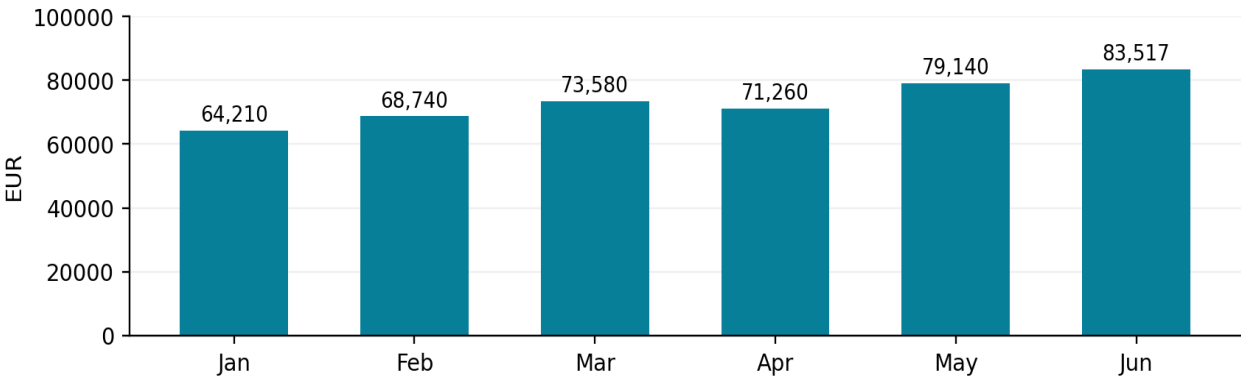
Sales & margin

Review

Management readout | May-June comparison with January-June context | Synthetic sample, not a customer result.

What the evidence says

Revenue rises 5.5%, while gross profit rises 8.8%. More orders explain the revenue increase arithmetically; average order value falls slightly. Customer and product concentration deserve a margin check.



Revenue - historical context

Measure	May / comparison	June / actual	Movement
Revenue	EUR 79,140	EUR 83,517	+4,377 (+5.5%)
Gross profit	EUR 20,181	EUR 21,965	+1,784 (+8.8%)
Gross margin	25.5%	26.3%	+0.80 pp
Orders	117	124	+7 (+6.0%)

Changes are descriptive. Proposed actions below require the specified source checks before implementation.

Findings & supporting evidence

Order count explains the arithmetic

Orders increase from 117 to 124. Average order value falls from EUR 676.41 to EUR 673.52. The bridge uses May as its reference; it is an accounting decomposition, not proof of a sales or marketing cause.

Margin improves, but the cause is unresolved

Gross margin rises by about 0.80 percentage points. Product-level quantities, selling prices and unit costs are needed to distinguish pricing, mix and cost effects.

Concentration needs a profit lens

Service kits contribute EUR 24,910 (29.8% of sales), and account C-1012 EUR 18,350 (22.0%). Revenue share does not establish customer or product profitability.

Supporting calculations / breakdown

Revenue bridge component	EUR	Meaning
Order-count component	+4,734.87	Extra orders at May average order value
Average-order-value component	-357.87	June orders at the AOV difference
Total revenue change	+4,377.00	Components reconcile to June minus May

Reported figures are rounded for display; calculations use the underlying synthetic values. Definitions and source limits are stated on page 3.

Actions, definitions & limits

Proposed action register

Suggested owner	Investigation / action	Evidence needed to close
Sales / finance	Reconcile order counts, credits and invoice period.	Dashboard revenue and orders agree with accepted source totals.
Commercial lead	Compare item quantity, unit price and cost by product and customer.	Supported explanation for margin movement; no attribution from totals alone.
Account owner	Review contribution and credit exposure for the largest accounts.	Margin and outstanding balances available before changing terms.

Owners are suggested roles, not assigned people. Set a review date when the scope is agreed; these samples do not assert that any action has been completed.

Calculation definitions

Gross margin = gross profit / revenue. AOV = revenue / included orders. Percent changes compare June with May; margin movement is expressed in percentage points.

Source and checks

ReTriev dashboard sample data: related sales, finance and operating datasets

The six monthly periods are present and numeric. KPI totals and ratios are recomputed from the supplied sample inputs. These checks do not establish transaction completeness, correct real-world accounting policy or causal validity.

Evidence limitations

The dataset does not supply comparable product or customer history, discounts by line or acquisition channels. A driver-level causal explanation cannot be established.

This sample illustrates an expanded written Review. Brief package findings and the included minor-adjustment review round are distinct; confirm deliverable coverage in the written scope.