

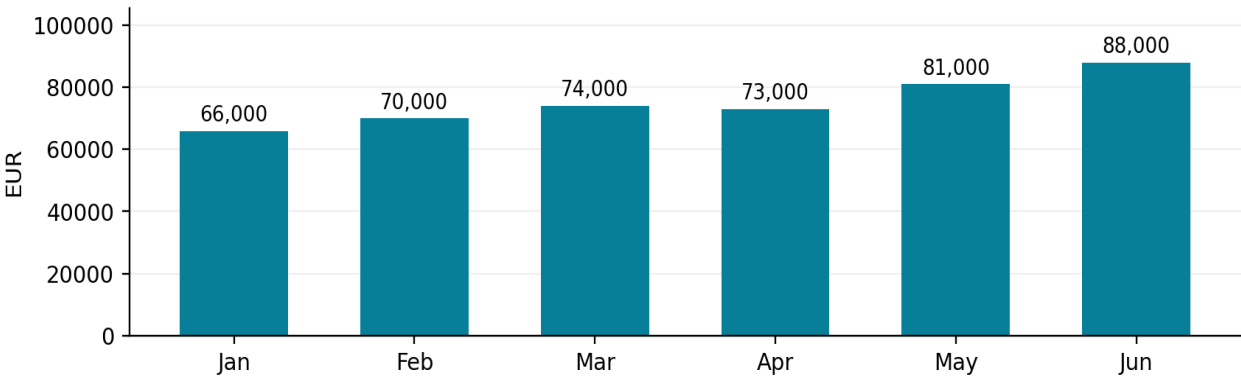
E-commerce

Review

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

What the evidence says

Net sales rises 8.6% month on month. The supporting gross-margin measure adds context to whether the larger total represents an improvement. The next decision needs source reconciliation and the industry-specific checks below.



Net sales - historical context

Measure	May / comparison	June / actual	Movement
Net sales	EUR 81,000	EUR 88,000	+7,000 (+8.6%)
Gross profit	EUR 32,400	EUR 36,080	+3,680 (+11.4%)
Gross margin	40.0%	41.0%	+1.00 pp

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

Findings & supporting evidence

Observed movement

Net sales increases from EUR 81,000 in May to EUR 88,000 in June: +7,000 (+8.6%). Only aggregate history is supplied; this does not identify the cause.

Supporting operating measure

June gross margin is 41% (EUR 36,080 / EUR 88,000), against 40% in May. Marketing and fulfilment expenses are excluded from gross profit.

What the comparison adds

Gross profit grows 11.4% compared with 8.6% net sales growth. The margin comparison distinguishes revenue scale from unit economics, without establishing price or mix causes.

Supporting calculations / breakdown

Period	Net sales (EUR)	Gross profit (EUR)
May	81,000	32,400
June	88,000	36,080

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
Data / finance owner	Confirm reporting dates, scope, units and source reconciliation.	Comparable May/June population and agreed KPI definitions.
Industry operating owner	Reconcile refunds and order dates; inspect product margin, fulfilment cost and attribution rules before reallocating channel spend.	Investigation distinguishes measured outcomes from untested explanations.
Management	Review purchasing and fulfilment capacity against the range. A sales projection alone does not establish profitable acquisition spending.	Document the evidence and decision; agree a next review date.

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

Recognised order revenue excluding VAT, after refunds under an agreed reporting-period rule.

Percentage change = (June / May - 1) x 100. Rate differences are percentage points; no external industry benchmark is implied.

Source and checks

Separate ReTriev synthetic e-commerce dataset; one monthly KPI series and a May/June supporting measure. This is not the general dashboard dataset.

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.

A real review would request: Orders and lines, refunds, product costs, fulfilment expenses and agreed channel attribution fields.

Evidence limitations

The source has six monthly aggregate observations and two supporting snapshots. Transaction records, group-level history and causal drivers are not supplied. Findings demonstrate interpretation of synthetic data, not real customer outcomes.

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.