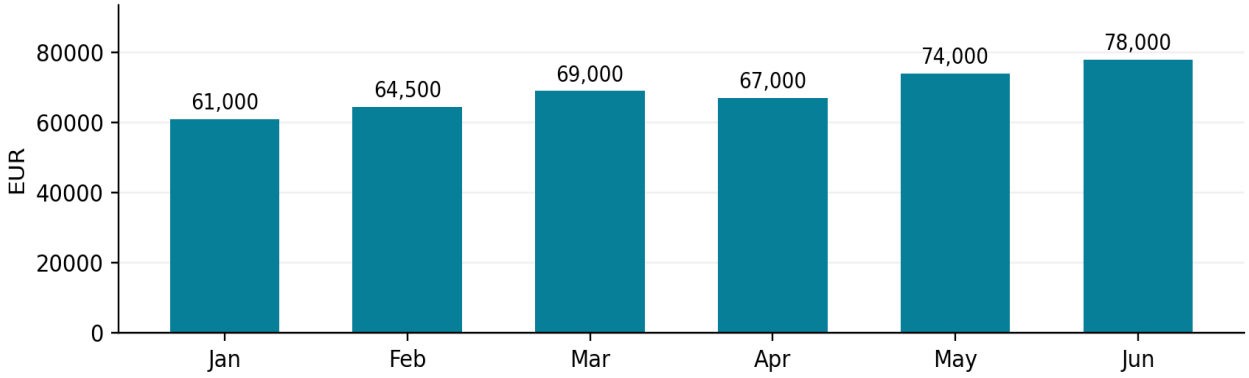
Wholesale & distribution

Review

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

What the evidence says

Net sales rises 5.4% 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 74,000	EUR 78,000	+4,000 (+5.4%)
Gross profit	EUR 19,500	EUR 20,500	+1,000 (+5.1%)
Gross margin	26.4%	26.3%	-0.07 pp

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

Findings & supporting evidence

Observed movement

Net sales increases from EUR 74,000 in May to EUR 78,000 in June: +4,000 (+5.4%). Only aggregate history is supplied; this does not identify the cause.

Supporting operating measure

Higher sales do not establish higher profitability. Compare customer and product margin before extending credit or buying more stock.

What the comparison adds

Gross profit grows 5.1% compared with 5.4% 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	74,000	19,500
June	78,000	20,500

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 credits and invoice dates; compare category quantities, unit prices and cost before assigning a cause to the sales change.	Investigation distinguishes measured outcomes from untested explanations.
Management	Use the range to review supplier commitments, stock exposure and customer credit; do not convert revenue directly into unit orders.	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

Net invoiced sales excluding VAT, after returns and credits, attributed to invoice month.

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

Source and checks

Separate ReTriev synthetic wholesale & distribution 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: Monthly invoice lines, credit notes, customer and item identifiers, quantities and agreed cost basis.

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.