

# Gross Margin Analysis

## Report Module Guide: Gross Margin Analysis

### Module Location

General Ledger > Report > Gross Margin Analysis

### Module Objective

The **Gross Margin Analysis** module is used to generate a report that analyzes **Gross Margin**, which is the difference between Sales Revenue and the Cost of Goods Sold (COGS). This report is a very powerful profitability analysis tool, allowing you to dissect the margin by various dimensions such as customer, product, and payment status.

## 1. Report Parameters (Filter)

The main page of this module is a form containing various filters to customize the analysis report that will be generated.

The screenshot shows the 'General Ledger | Report | Gross Margin Analysis Report' interface. It features several filter fields: 'Company Name' (PT. UNGGUL INDO MODERN SEJAHTERA), 'Warehouse' (Ums - SUBKON), and 'Type of Report (Gross Margin Analysis Report)' (FINISHED GOOD). Below these is a 'Filter' section with radio buttons for 'Customer' (All, Category, Leader, Salesman, Selected), 'By Item Code' (All, Item Code), 'Material Category' (All, Festive), and 'Options' (All, Full Paid, only Half Paid/Not Paid). The 'Customer Date' field is set from '1 July 2025' to '31 July 2025', and the 'Based On' field is set to 'Invoice'. At the bottom, there are buttons for 'Display Report', 'Export To MS Excel XLS', and 'Export To MS Excel CSV'.

**General Ledger | Report | Gross Margin Analysis Report**

Company Name : PT. UNGGUL INDO MODERN SEJAHTERA

Warehouse : Ums - SUBKON

Type of Report (Gross Margin Analysis Report) : FINISHED GOOD

**Filter**

Customer  All  Category  Leader  Salesman  Selected

By Item Code  All  Item Code

Material Category  All  Festive

Options  All  Full Paid  only Half Paid/Not Paid

Customer Date From **1 July 2025** To **31 July 2025**

Based On  Invoice

Here is an explanation for each parameter:

- **Warehouse / Type of Report:**

- Select the **Warehouse** and **Type of Report** (e.g., FINISHED GOOD) to define the initial scope of products to be analyzed.

- **Customer:**

- Filter data by customer in various ways: **All**, **Category** (Customer Category), **Leader**, **Salesman**, or **Selected** (Specific Customer).

- **By Item Code / Material Category:**

- Filter data by product, either for **All** products or a specific **Item Code**. You can also filter by **Material Category**.

- **Options:**

- Filter transactions by their payment status: **All**, **Full Paid**, or **only Half Paid/Not Paid**.

- **Customer Date:**

- Specify the **From** and **To** date range to define the analysis period (e.g., July 1, 2025, to July 31, 2025).

- **Based On:**

- Defines the basis for the calculation, which is based on **Invoice** data.

## 2. Steps to Generate the Report

### Step 1: Set Report Parameters

Select all the combinations of parameters you need in the **Filter** section to get the specific analysis you want.

Customer  All  Category  Leader  Salesman  Selected

By Item Code  All  Item Code

Material Category  All  Festive

Options  All  Full Paid  only Half Paid/Not Paid

Customer Date From  To

Based On  Invoice

### Step 2: Generate the Report

After all parameters are set, click one of the three buttons in the bottom-left section of the page:

- **Display Report:** To preview the analysis report directly on your screen.

[Display Report](#)

- **Export To MS Excel XLS:** To download the report data in an Excel file format (.xls). [Export To MS Excel XLS](#)

- **Export To MS Excel CSV:** To download the data in a CSV format. [Export To MS Excel CSV](#)

## Tips & Important Notes

- This report is crucial for making strategic decisions related to **selling prices, product focus, and sales strategy.**
- Use the **Customer** filter with the **Salesman** option to evaluate the profitability generated by each salesperson.

- Use the **By Item Code** or **Material Category** filter to identify which products yield the highest and lowest profit margins.
  - To get a valid margin analysis, ensure that the **Cost of Goods Sold (COGS) data is accurate** in the system.
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