

# SKU Sales Performance Report

## Report Module Guide: SKU Sales Performance Report

### Module Location

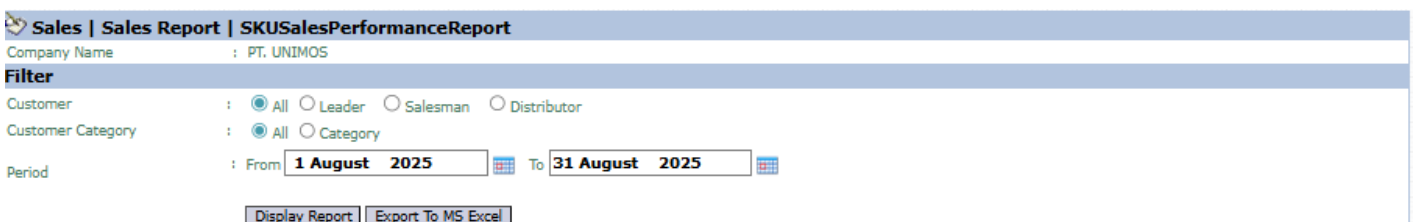
Sales > Reports > Shipping Reports > SKU Sales Performance Report

### Module Objective

The **SKU Sales Performance Report** module is used to generate a highly in-depth profitability analysis report at the individual product level (SKU - Stock Keeping Unit). This report not only displays sales data but also takes into account the Cost of Goods Sold (COGS), returns, and various promotional costs to calculate the final profit from each product.

## 1. Report Parameters (Filter)

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



The screenshot shows the filter form for the SKU Sales Performance Report. The form is titled "Sales | Sales Report | SKUSalesPerformanceReport" and includes the following fields and options:

- Company Name: PT. UNIMOS
- Filter section:
  - Customer:  All,  Leader,  Salesman,  Distributor
  - Customer Category:  All,  Category
  - Period: From  To
- Buttons:  and

Here is an explanation for each parameter:

- **Customer / Customer Category:**

- Filter data by the customer scope, whether **All**, by **Leader**, **Salesman**, **Distributor**, or by **Category** (Customer Category).

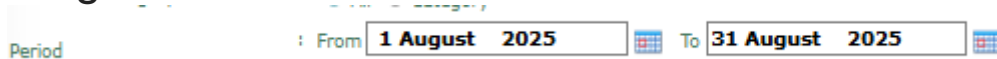
- **Period:**

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

## 2. Steps to Generate the Report

### Step 1: Set Report Parameters

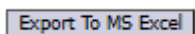
Select all the parameters you need, especially defining the **Period** range.



### Step 2: Generate the Report

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

- **Display Report:** To preview the SKU performance report directly on your screen. 
- **Export To MS Excel:** To download the report data in an Excel file format.



## 3. Example of the Report View

After you click, the system will generate a detailed report like the following, which provides a complete profitability analysis per

# product.

Print Close



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SKUSalesPerformanceReport															
Periode 01 August 2025 s/d 31 August 2025															
No.	Kategori & Produk	HPP	Pricelist	Total Sales (QTY)	Total Sales (Value)	Nett Sales	Margin	Retur	CBR Report				Total Expense	Profit Sales	
									Prog Bonus Bisc	Prog Bonus Wafer	Disc Tamb Biscuit	Disc Tamb Wafer			Rafraksi Biscuit
1	BK/Malkist Olezz Choco Party 100 gr/6 pcs x 5 ball/00	109,157.83	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
2	BK/Malkist olezzz Strawberry 100 gr/6 pcsx5 bag/00	109,157.83	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
3	BK/Malkist Olezz Cheese Choco 100 gr/6 pcs x 5 ball/00	109,157.83	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
4	BK/Malkist Susu 238 gr/6pack x 3ball/00	82,709.92	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
5	BK/Garlic Bread Crackers 108 gr x (6pcs x 4bag)/PP Handle/01	73,482.32	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
6	BK/Cream Crackers Butter 132gr x (6pcs x 4bag)/PP Handle/01	61,018.67	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
7	BK/Malkist olezzz Strawberry 20 gr/10 pcsx12 ball/00	62,582.55	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
8	BK/Garlic Bread Crackers 208 gr/18 Pcs/00	66,533.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
9	BK/Sugar Milky Crackers 108 gr/4 ballx 6 pcs/24 pcs/Handle Bag/00	66,956.47	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
10	BK/Garlic Bread Crackers 24 gr/120 pcs/00	52,654.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
11	BK/Malkist Susu 25 gr/10x12 ball/120pcs/00	47,133.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
12	BK/Cream Crackers Butter 262 gr/6 pack x 3 ball/00	94,077.07	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
13	BK/See Hong Puff Kelapa 260 gr/6 pcs x 6 ball/36 pcs/00	196,019.78	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
14	BK/See Hong Puff Crackers 260 gr/6 pcs x 6 ball/36 pcs/00	183,801.64	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
15	BK/Milk Crackers 110 gr/6 pcs x 4 ball/24 pcs/00	61,066.55	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
<b>Total CRACKERS</b>				<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
16	BK/Rose Cream Cokelat 23 gr/20pcs x 6 ball/00	47,720.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
17	BK/Super Cream Bon Bon 46 gr/10 pcs x 6 ball/00	55,826.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
18	BK/Rose Cream Lemon 23 gr/20pcs x 6 ball/00	47,720.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
19	BK/Rose Cream Lemon 260 gr/10pcs/01	38,815.40	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
20	BK/Rose Cream Chocolate 260 gr/10pcs/01	38,815.40	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
21	BK/Super Cream Pineapple 200 gr/21 pcs/00	58,471.51	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
22	BK/Super Cream Strawberry 200 gr/21 pcs/00	58,471.51	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
23	BK/Super Cream Bon Bon 200 gr/21 pcs/00	58,471.51	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
24	BK/Super Cream Orange 200 gr/21 pcs/00	58,471.51	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
25	BK/Rose Cream Pineapple 260 gr/10pcs/01	36,313.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
<b>Total CREAM</b>				<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
26	BK/Hello Cookies 11.5 gr/20 pcs x 6 ball/00	24,438.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
27	BK/Garlic Bread Crackers 12 gr/20 pcsx6 ball/00	30,215.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
28	BK/Malkist Olezz Cheese Choco 10 gr/20 pcs x 6 ball/00	35,630.66	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
29	BK/Malkist Olezz Choco Party 10 gr/20 pcs x 6 ball/00	35,630.66	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
30	BK/ABC Choco Crackers 12 gr/20 pcs x 6 ball/00	19,542.90	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
31	BK/Cream Crackers Butter 14.5 gr/9 ballx20 pcs/180 pcs/00	38,130.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
32	BK/Monsta Chocochip Cookies 9 gr/20 pcs x 6 ball/00	33,603.74	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
33	BK/Moni Choco Ring Cookies 11.5 gr/20 pcs x 6 ball/00	17,873.96	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
34	BK/Rimba Choco Crackers 12 gr/20 pcsx 6 ball/00	18,481.51	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
35	BK/Marie Susu Madu 12g/20pcsx6ball/00	21,860.68	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
36	BK/Malkist Susu 12 gr/6 ballx20pcs/120pcs/00	29,111.46	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
<b>Total GOPEK</b>				<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
37	BK/Kukis Butter 218 gr/6 pcs x 4 ball /24 pcs/00	76,518.98	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
38	BK/Kukis Butter 25.2 gr/12 ballx10 pcs/00	56,656.67	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
39	BK/Kukis Mochachino 90 gr/10pcsx3ball/30 pcs/00	40,378.01	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
40	BK/Kukis Susu Vanilla 218 gr/6 pcs x 4 ball /24 pcs/00	76,518.98	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
41	BK/Kukis Mochachino 25.2 gr/12 ballx10 pcs/00	56,656.67	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
42	BK/Kukis Coconut 218 gr/6 pcs x 4 ball /24 pcs/00	76,518.98	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
43	BK/Kukis Kelapa 25.2 gr/12 ballx10 pcs/00	56,656.67	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
44	BK/Kukis Mochachino 218 gr/6 pcs x 4 ball /24 pcs/00	76,518.98	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
45	BK/Kukis Susu Vanilla 25.2 gr/12 ballx10 pcs/00	56,656.67	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
46	BK/Kukis White Coffee 300 gr/18pack/00	76,241.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
47	BK/Kukis Butter 56 gr/10pcs x6ball/60pcs/00	70,464.81	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
48	BK/Kukis Kelapa 56 gr/10pcs x6ball/60pcs/00	70,464.81	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
49	BK/Kukis Mochachino 56 gr/10pcs x6ball/60pcs/00	70,464.81	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
50	BK/Kukis Butter 90 gr/10pcsx3ball/30 pcs/00	40,378.01	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
51	BK/Kukis Susu Vanilla 56 gr/10pcs x6ball/60pcs/00	70,464.81	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
52	BK/Kukis Susu Vanilla 90 gr/10pcsx3ball/30 pcs/00	40,378.01	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
53	BK/Kukis Coconut 90 gr/10pcsx3ball/30 pcs/00	40,378.01	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
<b>Total KUKIS</b>				<b>0</b>	<b>0.00</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
54	BK/Marie Susu Madu 100g/6packx6ball/00	75,138.18	92,500.00	527	48,747,500.00	0	0	0	0	0	0	0	0	0	
55	BK/Marie Susu Madu 24 gr/10 pcs x 12 ball/120 pcs/00	47,307.81	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
56	BK/Delicious Kelapa 110 gr/10packx3ball/01 (new)	50,559.86	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
57	BK/Narita Marie Susu 150 gr roll/24pack/00	37,383.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	
58	BK/Narita Marie Susu 150 gr/24pack/00	37,383.00	0.00	0	0.00	0	0	0	0	0	0	0	0	0	

**Report Explanation:** This report presents a very in-depth profitability analysis for each product, grouped by category (CRACKERS, CREAM, KUKIS, etc.).

**Key Columns for Analysis:**

- **Total Sales (Value):** Total gross revenue from the sale of the product.
- **Nett Sales:** Net revenue after deducting returns or direct discounts.
- **HPP:** The Cost of Goods Sold for the product.
- **CBR Report:** This section details various promotional costs and discounts allocated to the product, such as Prog Disc, BS/Bonus, Refractions, etc.
- **Total Expense:** The total of all recorded promotional costs.
- **Profit Sales:** The final profit generated by each product, calculated after deducting HPP and all related costs from net sales.

## Tips & Important Notes

- Use this report to identify which products are the **most and least profitable** on a net profit basis, after taking all related costs into account.
  - This report is crucial for **Product Managers and Management** to make strategic decisions regarding the product portfolio, pricing, and the allocation of the promotional budget.
  - The accuracy of this report is highly dependent on the accuracy of the **HPP (COGS) data** and the discipline in **allocating all promotional costs** to each sales transaction.
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Revision #1

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