Catalog Item Sales Analysis Sheet

Form 2

Rank	Item Number	Page Number	# of Units Sold	$Unit Price	$Unit Margin	Space Factor	Net Profit	INDEX	Remarks
	Item Description			$Total Sales	$Gross Margin	$Ad Cost	NP / AC		
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NOTE The INDEX is calculated as follows: Find the SUM of the Net Profit of all items in the catalog and divide this by the total catalog cost. Call this INDEX 1. Then use the following formula: Index for an Item = NP/AC + 1/ INDEX 1 + 1

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