WHAT'S GOING ON

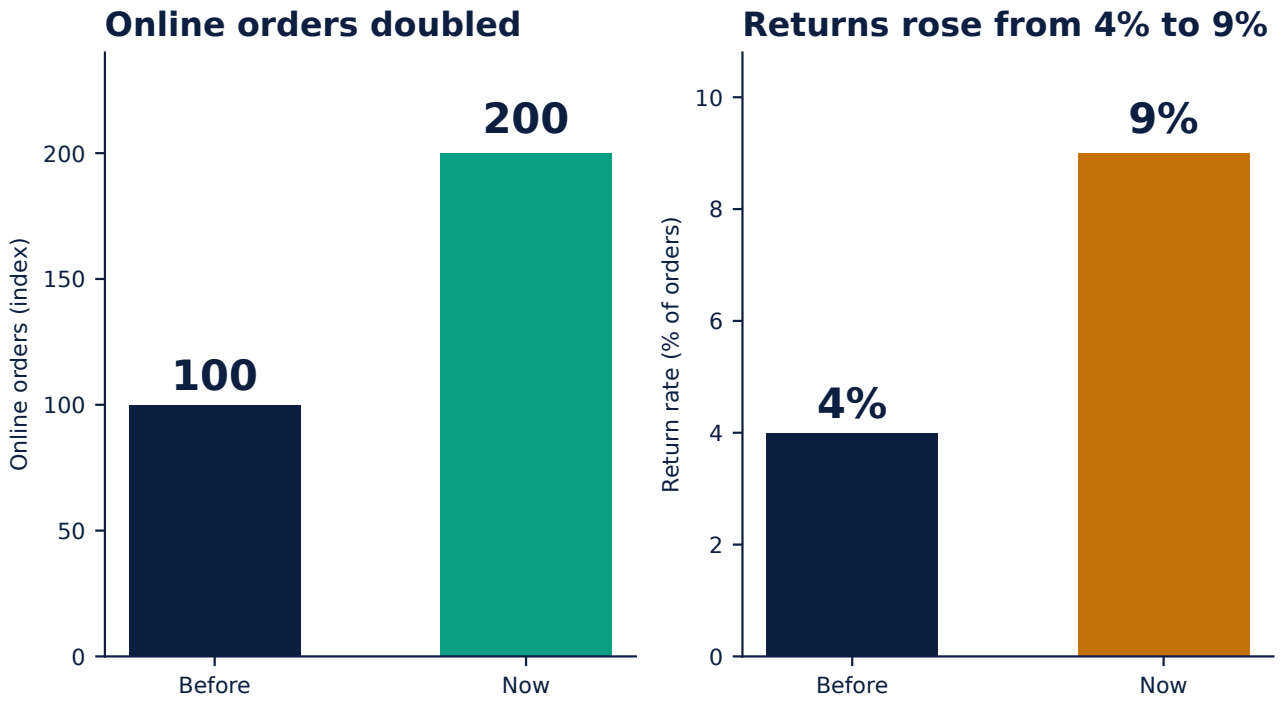
Sales grew 12%, but profit fell.

Example Co. · board briefing

PyMC Labs

WHAT WE FOUND

Online orders doubled, and returns rose



- Online orders **doubled**.
- Returns rose from **4% to 9%**.
- One region **stopped reporting in May**, so its data is missing.

WHAT DAIMON GOT WRONG AT FIRST

It counted returns as sales

The first pass added returned orders to revenue. That made sales look healthier than they were.

Daimon caught the error and corrected the figures.

FIXED

Returns are now subtracted from sales before any growth or profit figure is computed.

WHAT THE BOARD SHOULD DO

Two actions

1

Fix the returns policy

Returns went from 4% to 9% of orders and are a likely drag on profit.

2

Chase the missing region’s data

It stopped reporting in May, so totals are incomplete until it is back.

Q3 REVENUE FORECAST

€4.1M expected, range €3.6M–€4.7M

€3.6M	€4.1M	€4.7M
Low	Forecast	High



Made-up figures for illustration.