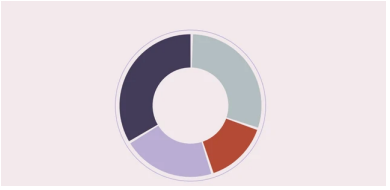
# Sales mix analysis



We decompose a change in revenue into volume, price and mix across up to 30 products.

### Who it helps

SME managers and reporting teams

### The problem to solve

Revenue can rise while volume falls if selling prices or the mix of products changes.

## Working through the brief

1. **Reconcile quantities and revenue**

   Gather the agreed inputs. Historical data, comparison periods and the business question.

2. **Separate volume, price and mix effects**

   Track “Product or group” and “Revenue driver” together so the reviewer can connect the source information to the result.

3. **Review the drivers**

   Use the decomposition to see which drivers contributed and which require a closer commercial review.

4. **Check the scope at handover**

   Licences, hosting and extra data sources require separate agreement.

**Worked example**

Revenue rises while unit sales fall. Separate the contribution of product mix from the change in volume.

Read the service scope / DAT-021

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