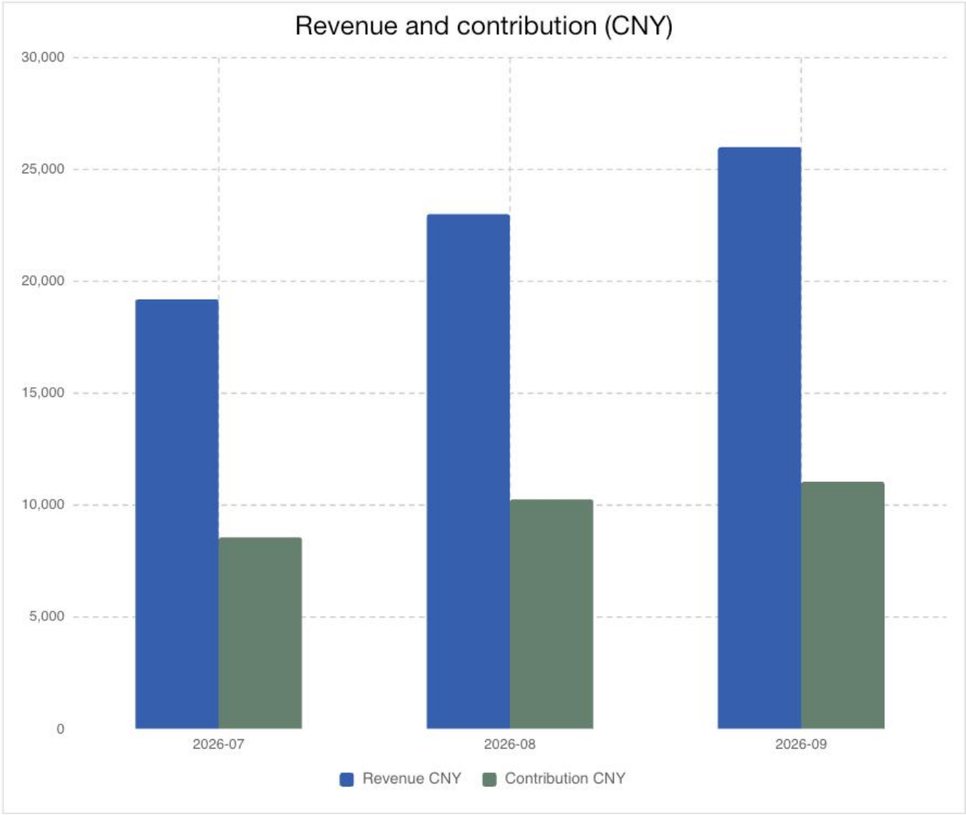
Q3 product contribution analysis

FICTIONAL SAMPLE · CNY · Before overhead, tax and returns

Month	Product	Revenue	Direct cost	Contribution	Margin
2026-07	Notebook	9,600	5,040	4,560	47.5%
2026-08	Notebook	11,600	6,090	5,510	47.5%
2026-09	Notebook	12,800	7,040	5,760	45.0%
2026-07	Desk mat	9,600	5,600	4,000	41.7%
2026-08	Desk mat	11,400	6,650	4,750	41.7%
2026-09	Desk mat	13,200	7,920	5,280	40.0%
Total	**Q3 2026**	**68,200**	**38,340**	**29,860**	**43.8%**

Month	Revenue CNY	Contribution CNY	Margin
2026-07	19,200	8,560	44.6%
2026-08	23,000	10,260	44.6%
2026-09	26,000	11,040	42.5%



Interpretation: contribution rises from CNY 8,560 to CNY 11,040.

Scope: fictional Q3 sales and direct unit costs; no forecast or investment advice.

Revision: edit blue Inputs cells; formulas and native chart update from source cells.