

# Sales Performance Report

## Key Performance Indicators (KPIs):

Metric	Value
Total Sales	■355,709
Top Performing Month	April
Top Product	Quad (April)
Best Region	South (■124,999)
Lowest Region	West (■117,651)

## Detailed Sales Data by Month, Product, and Region:

Month	Product	East	South	West	Grand Total
Apr	Aspen	7913	11219	9171	28303
Apr	Carlota	11489	2636	7704	21829
Apr	FlatTop	7783	8324	10077	26184
Apr	Quad	6339	10154	8304	24797
Apr	Sunset	6095	12394	6254	24743
Apr	Yanaki	8074	3792	6609	18475
May	Aspen	8791	7547	10616	26954
May	Carlota	8407	6012	2639	17058
May	FlatTop	5098	5942	3613	14653
May	Quad	8475	9117	10724	28316
May	Sunset	3233	6307	8537	18077
May	Yanaki	4751	9135	4377	18263
Jun	Aspen	683	2364	1963	5010
Jun	Carlota	4264	1659	4091	10014
Jun	FlatTop	817	2728	1646	5191
Jun	Quad	3092	4872	3492	11456
Jun	Sunset	2276	2611	439	5326
Jun	Yanaki	3893	1041	2103	7037
Jul	Aspen	1945	2472	3615	8032
Jul	Carlota	1472	2902	1446	5820
Jul	FlatTop	1756	4734	1063	7553
Jul	Quad	2995	2016	2591	7602
Jul	Sunset	1171	827	3060	5058
Jul	Yanaki	2247	4194	3517	9958

### **Insights & Recommendations:**

- South region is leading in overall sales performance, indicating a strong market presence.
- April recorded the highest total sales, likely due to seasonal demand or successful promotions.
- Quad and FlatTop products consistently perform well across regions.
- June witnessed a sharp decline, suggesting possible market slowdown or inventory issues.
- Focus on replicating April's strategies and improving West region's performance to balance growth.