

# 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.