

Comprehensive Sales Performance Report

Analysis Period: October 2022 - October 2024

Executive Summary

Key Performance Indicators

- **Total Sales:** \$76.38M
 - **Total Quantity Sold:** 217,271 units
 - **Total Profit:** \$16.22M
 - **Average Order Size:** \$351.52
 - **Sales Growth Rate:** 17.22%
 - **Return Rate:** 19.30%
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1. Sales Performance Overview

Growth Trajectory

Initial Growth Phase (Oct-Dec 2022)

- Explosive growth from \$646K (Oct 2022) to \$4.13M (Dec 2022)
- November 2022 achieved strongest monthly growth (+387% MoM)
- Likely driven by seasonal promotions and launch activities

2023 Performance

- Post-peak adjustment: 25% decline in January, 16% in February
- Volatile but upward trending compared to 2022
- September 2023 peak at \$3.57M (+8.7% MoM)
- October 2023 showed +325% YoY growth despite monthly decline

2024 Performance

- Mixed results with strong recoveries and concerning declines
- Strong Q2 performance (Apr-Jun): \$3.77M in June (+10% MoM, +13% YoY)
- Q3 downturn: September showed -27.7% YoY decline

- October 2024: Slight recovery (+6% MoM) but flat YoY

2. Regional Performance Analysis

Sales Distribution by Region

Region	Total Sales	Quantity Sold	Avg Order Size	Profit
Brăila	\$20.55M	59,046	\$348.04	\$4.31M
Craiova	\$15.84M	44,562	\$355.54	\$3.39M
Târgu Mureș	\$14.75M	41,515	\$355.30	\$3.13M
Galați	\$12.78M	37,485	\$340.82	\$2.76M
Ploiești	\$12.46M	34,663	\$359.32	\$2.62M

Regional Insights

- Brăila** dominates with 27% of total sales and highest profitability
- Ploiești** achieves highest average order size despite lower volume
- Regional performance variance of \$8M between top and bottom performers

Return Rate Analysis by Region

Region	Return Rate	Impact
Brăila	18.8%	✅ Best performance
Craiova	25.5%	⚠️ High returns
Galați	26.3%	🔴 Highest returns
Ploiești	24.4%	⚠️ Above average
Târgu Mureș	23.2%	⚠️ Above average

3. Product Performance Analysis

Top Products by Sales

Product	Total Sales
Televisions	\$16.31M
Treadmill	\$15.15M
Air Fryer	\$15.08M

Product	Total Sales
Earbuds	\$14.96M
Camera Accessories	\$14.87M

Category Performance

- **Electronics:** \$46.14M (60% of total sales)
- **Sports:** \$15.15M (20% of total sales)
- **Kitchen Appliances:** \$15.08M (20% of total sales)

4. Customer Analysis

Top Customer Contributors

Customer	Total Sales
Ioan Popescu	\$2.30M
Andreea Ionescu	\$2.28M
Ioana Ionescu	\$2.24M

Insights:

- Top 3 customers contribute \$6.76M (significant portion)
- Strong household loyalty patterns with common family names
- Clear VIP tier requiring retention strategies

5. Temporal Sales Patterns

Day of Week Performance

Day	Total Sales
Thursday	\$12.00M
Wednesday	\$11.61M
Saturday	\$11.42M
Friday	\$11.34M
Tuesday	\$10.78M
Sunday	\$10.02M

Day	Total Sales
Monday	\$9.21M

Time of Day Distribution

- **Afternoon:** \$19.63M (highest)
- **Morning:** \$19.25M
- **Night:** \$18.96M
- **Evening:** \$18.54M (lowest)

6. Sales Team Performance

Top Performing Representatives

Sales Rep	Total Sales	Quantity Sold
Cristian Popescu	\$17.18M	47,095
Iulia Ionescu	\$15.66M	43,512
Alina Georgescu	\$14.94M	44,006
Dragoş Petrescu	\$14.42M	41,213
Cosmin Petrescu	\$14.17M	41,445

7. Financial Performance

Profit Margin Analysis

- **Average Margin:** 20-22% (stable range)
- **Peak Margin:** July 2023 (23.6%)
- **Lowest Margin:** April 2023 (19.2%)
- **2024 Stability:** Consistent ~21% margins

Order Size Trends

- **All-time high:** October 2022 (\$454.23)
- **Current range:** \$320-\$380 stabilized
- **Recent concern:** September 2024 dropped to \$309.31

8. Strategic Recommendations

Immediate Actions (Q4 2024)

1. **Maximize Holiday Season:** Leverage November-December peak patterns
2. **Address Return Rates:** Focus on Galați and Craiova (potential \$1M+ recovery)
3. **Boost Monday Sales:** Implement early-week promotions
4. **Evening Campaign Push:** Target lowest-performing time slot

Medium-term Strategies (Q1 2025)

1. **Combat Q1 Weakness:** Develop retention campaigns for January-March
2. **Regional Optimization:** Replicate Brăila's success model in other regions
3. **Product Diversification:** Reduce Electronics dependency (currently 60%)
4. **VIP Customer Program:** Protect top customer relationships

Long-term Growth Initiatives

1. **Sales Team Development:** Scale Cristian Popescu's strategies company-wide
 2. **Order Size Recovery:** Investigate September 2024 decline causes
 3. **Market Expansion:** Explore new regions beyond current 5-region footprint
 4. **Category Growth:** Develop Sports and Kitchen Appliances potential
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9. Risk Factors & Monitoring

Key Concerns

- **Q3 2024 Decline:** -27.7% YoY in September requires investigation
- **High Return Rates:** 19.30% average impacts profitability
- **Electronics Dependency:** 60% concentration creates category risk
- **Regional Imbalance:** \$8M gap between top and bottom regions

Success Metrics to Track

- Monthly YoY growth stabilization above 10%
- Return rate reduction to sub-15% across all regions
- Order size maintenance above \$350
- Profit margin consistency above 21%

Report prepared for strategic planning and performance optimization