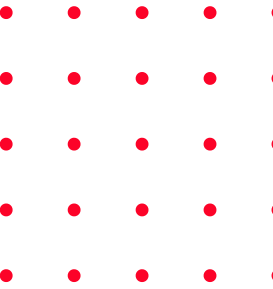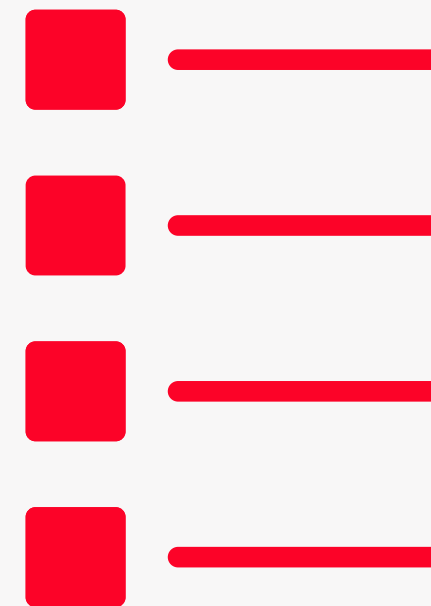# Sales Performance Analysis

BY: AKASH DEEP SRIVASTAVA

Executive Summary

- Total Sales: $7,54,938.00
- Total Profit: $8,91,111.00
- Total Customers: 9,360

- Highlights:
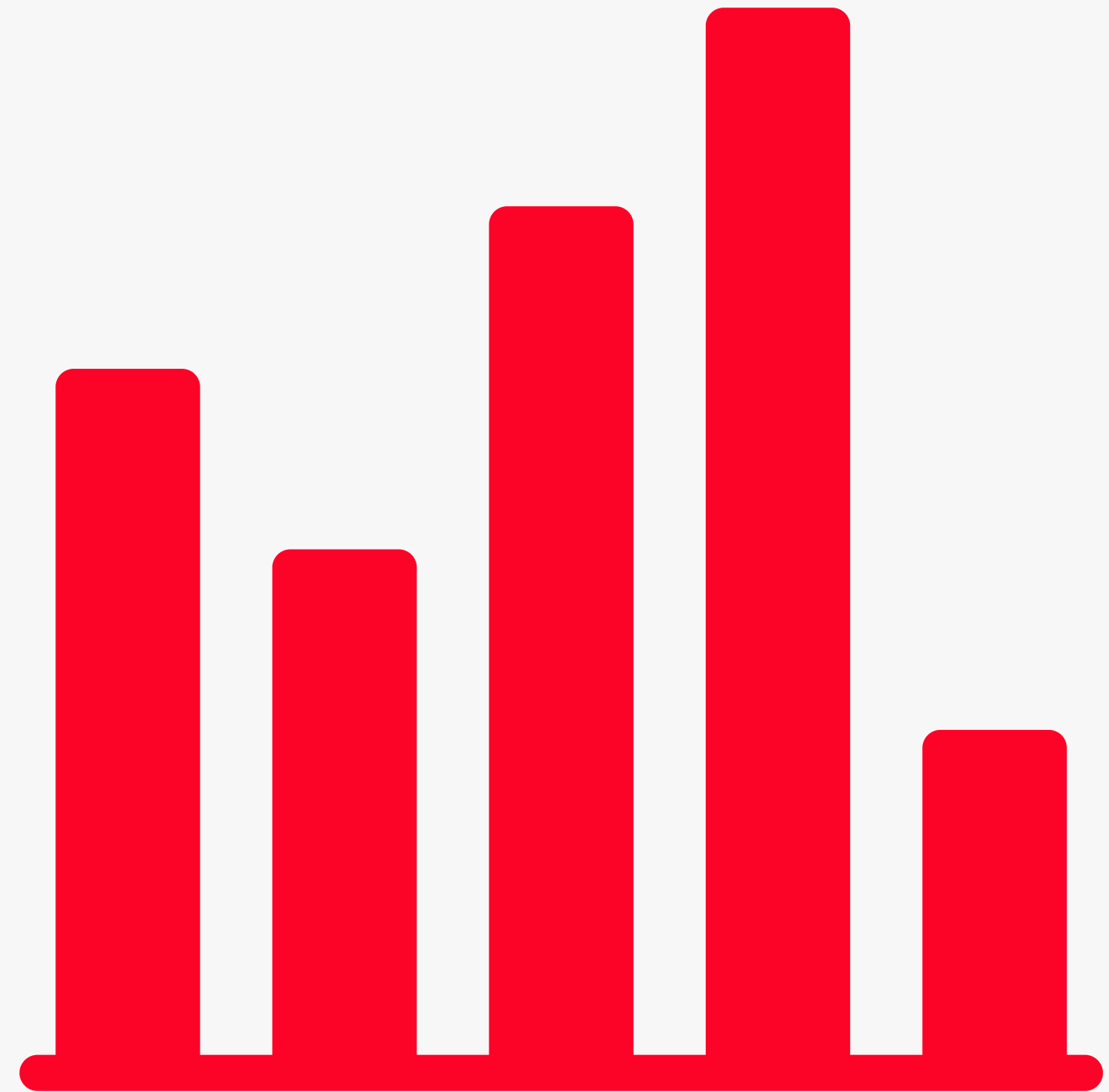
- Consistent growth in sales and customer acquisition.
- Key regions driving profitability.

Customer Growth (Monthly)

- •Monthly customers:
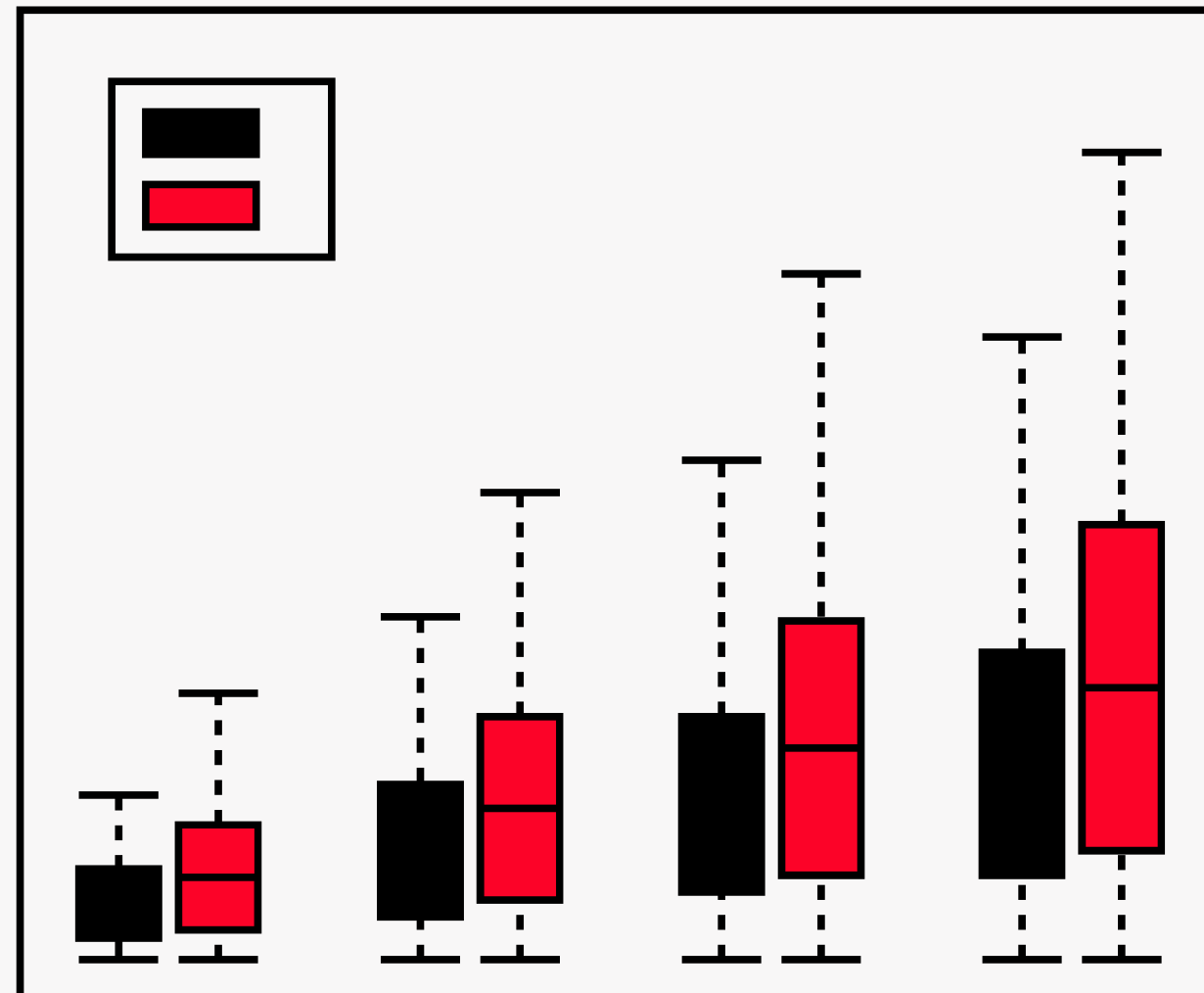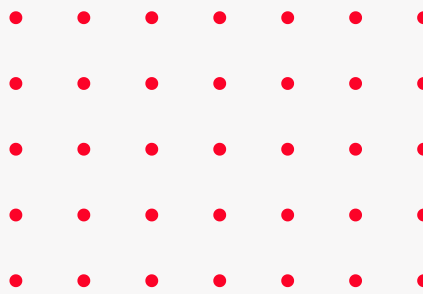- •- Highest in August: 2,000 customers
- •- Lowest in January: 300 customers

Profit by Region

- **Top-performing regions:**
- – Los Angeles: $1,29,875
- – Chile: $1,28,833
-
- **Regions with potential for growth:**
- – Peru and Columbia.

Insights & Recommendations

•**Insights:**
•- Steady sales and customer growth.
•- Regional disparities in profit distribution.

•**Recommendations:**
•- Focus on underperforming regions for growth.
•- Enhance marketing strategies during slow months (e.g., February).

Conclusion

Summary:
- •- Positive performance indicators in 2023.
- •- Opportunities for further improvement