

Monthly Sales Report

Sales results report for the last month



Introduction

This presentation aims to report sales results for the past month along with analysis and evaluation for future sales





Overall Sales Report



Sales results for the past month are quite satisfactory. Based on the data that has been summarized, sales have increased by 40% compared to the previous period. This is a result that we should appreciate considering the tight competition with competitors

Performance

The following is sales performance in several aspects, namely

A

Products

Product A gets fantastic sales results of 60% of all existing sales. Product A is in demand because of its suitable material & trendy shape among young people

B

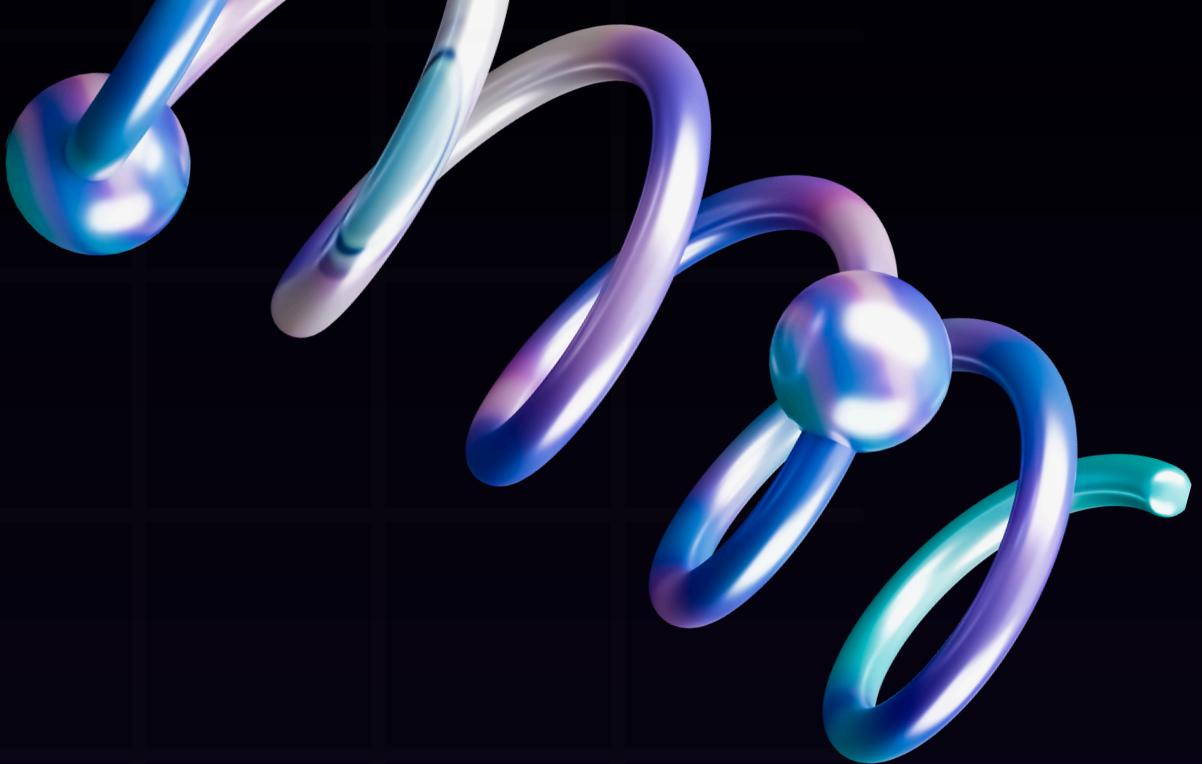
Geographical

The Any city city area experienced a purchase compared to other cities due to the trend that was going viral there

C

Shopping Media

So far, purchases through stores still dominate sales last month because of the pleasant shopping experience



Customer Data

We tried to collect data from consumers last month, here is our analysis.

A

Gender

Women are still the top no.1 product purchase for last month, because the variety of products we have is more for women.

B

Age

Ages 18-25 years old are starting to buy a lot of our products because of the latest product model approach strategy that prioritizes young people's tastes.

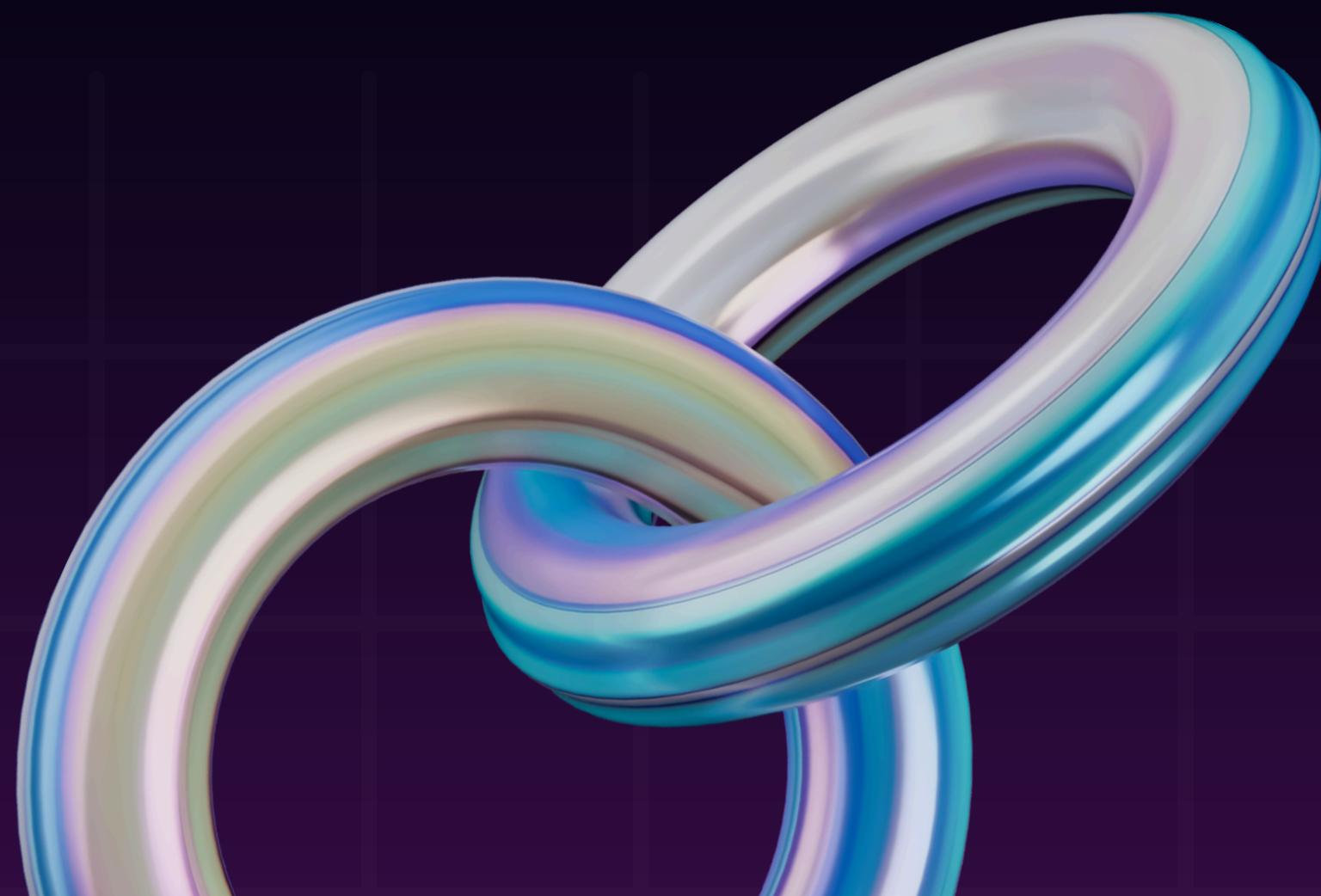
C

Purchase Repetition

Around 30% of all product buyers return to make purchases at our store because they are satisfied with the results of the product.

Profit Obtained

The profit we obtained last month was quite happy considering the increase in sales compared to the previous period.



Gross Profit : IDR 1.5 Billion

Net Profit : IDR 1.2 Billion

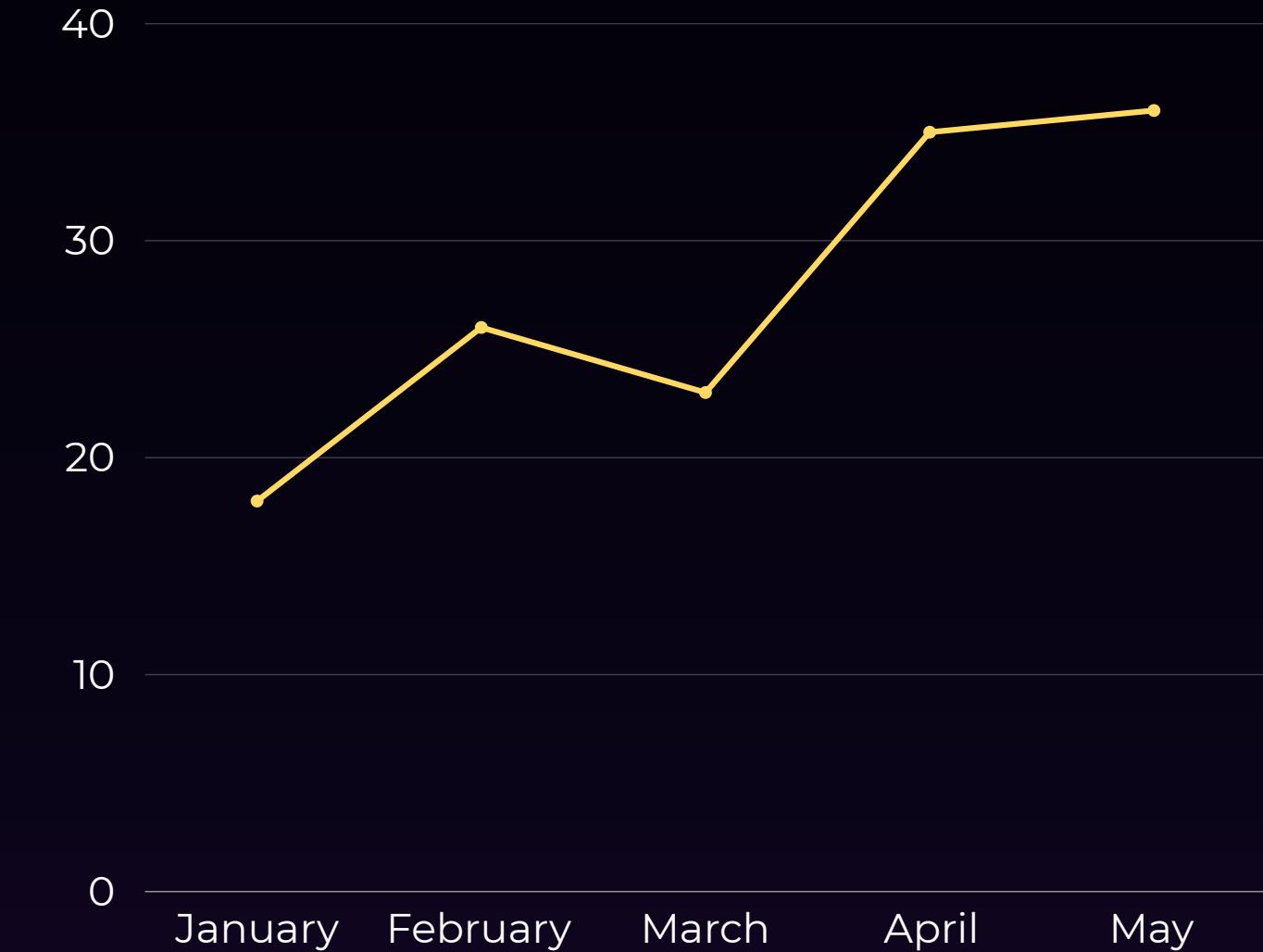
Customer Satisfaction

A

Customer satisfaction is one of the important things for us to understand, here is the data that successfully collected

B

Reasons for Satisfaction : Most of them are satisfied with the product material & pleasant shopping experience



C

Reason for Dissatisfaction : There are several complaints received regarding the slow delivery process

Evaluation

Although we have achieved a lot this month, it does not mean that there is no more room for evaluation. Here are some things that we need to improve, including:

A

Communication with customers must be improved

B

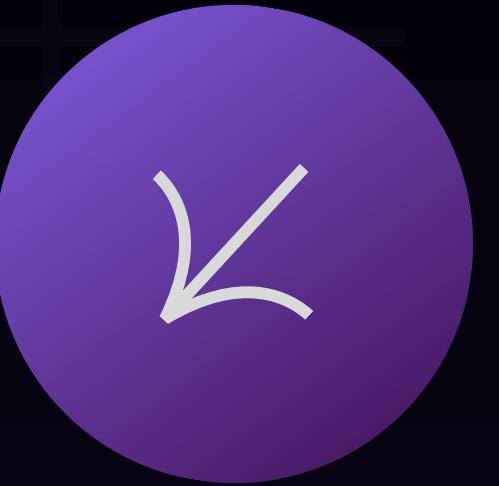
Information about the products we have must be easier to convey to new customers

C

Cooperation with shipping services needs to be evaluated so that the delivery process can run smoothly

Next Steps

That's the explanation of last month's sales report. The future projection that we need to do is to resolve the remaining problems to make our sales performance in the future will increase.





THANK YOU
