

Sales Performance Analysis Report

1. Key Sales Metrics

- Total Sales: \$8,505,746.09
- Total Invoices: 18,160
- Average Order Value: \$468.40
- Unique Products (ProductIDs): 3,846
- Countries Served: 37
- Total Customers: 4,333

2. Product Revenue Contribution

Category	No. of Products	Revenue Contribution	Notes
High Revenue	1,470	92.11%	Majority of revenue comes from here
Medium Revenue	1,463	7.51%	Decent contribution
Low Revenue	913	0.38% (\$32,799.98)	Each generated under \$100

3. Quarterly Revenue Breakdown

Quarter	Revenue (\$)	Performance
Q1	1,542,719.78	Lowest
Q2	1,728,158.69	Slight growth
Q3	2,073,351.93	Continued growth
Q4	3,161,515.69	Highest

4. Monthly Revenue Insights

- Lowest Revenue Month: February – \$433,419.50
- Peak Month: November – \$1,113,802.36

5. Country-wise Sales Highlights

Country	Sales (\$)	Share of Total
High		
United Kingdom	7,267,502.23	85.44%
Netherlands	2,83,889.34	3.34%
Germany	2,05,569.89	2.42%
Low		
Czech Republic	786.74	Third Lowest
Bahrain	548.40	Second Lowest
Saudi Arabia	145.92	Lowest

6. Top-Spending Customers

Customer ID	Total Revenue (\$)	No. of Invoices
14646	279,138.02	72
18102	259,657.30	60
17450	194,550.79	46
16446	168,472.50	2
12415	124,564.53	20

7. Products Generating Less Than \$1

Product Name	Revenue (\$)
Cat With Sunglasses Blank Card	0.95
Happy Birthday Card Teddy/Cake	0.95
Pink Crystal Guitar Phone Charm	0.85
Purple Frangipani Hairclip	0.85
Vintage Blue Tinsel Reel	0.84
Set 12 Colouring Pencils Doiley	0.65

Hen House With Chick in Nest	0.42
Pads to Match All Cushions	0.00

8. Top Products by Units Sold

Product Name	Units Sold	Revenue (\$)	Invoices	
Paper Craft, Little Birdie	80,995	168,469.60	1	Dec 09, 2011
Medium Ceramic Top Storage Jar	77,436	80,846.97	187	
Jumbo Bag Red Retrosport	46,045	84,942.06	1586	

9. Top Products by Revenue

Product Name	Units Sold	Revenue (\$)	Invoices	
Paper Craft, Little Birdie	80,995	168,469.60	1	Dec 09, 2011
Regency Cakestand 3 Tier	11,757	135,204.40	1641	
White Hanging Heart T-Light Holder	35,701	97,707.35	1931	