# 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  Germany  Low  Czech Republic | 2,83,889.34  2,05,569.89  786.74 | 3.34%  2.42%  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  17450  16446  12415 | 259,657.30  194,550.79  168,472.50  124,564.53 | 60  46  2  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 Retrospot | 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 |  |