This is a sales performance analysis of a company in the year 2015.

There are certain key points to be noted down:

We can easily see from the graph that the sales employees have done a terrific job in Eastern and Western regions as compared to Southern and Northern regions.

Products like Fellowes Super Stor/Drawer Files and Lexmark Dot matrix printer has had great sales in last 6 months but there is a reason to worry for bottom 3 products in terms of sales like Letters slitter and staples package.

Companies have managed to bulk up maximum profits in office management category as compared to furnitures. There hasn’t been great business in this category in terms of making profits.

Maximum discounts have been given to the products belonging to the corporate category as compared to others.

Business has been good in the month of April and June but it has fallen considerably in the month of May and Feb. Hence more course of action needs to be taken to make the sectors slightly more consistent rather than being topsy turvy.