



SALES REPORT

20
24

presented by
ABAH CHEKWUBE DAVID





INTRODUCTION

Welcome to my sales report presentation. In this report, I will analyze and review the sales performance over a specific period. By examining key metrics and trends, i aim to provide valuable insights that inform decision-making and drive business growth.



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EXECUTIVE SUMMARY

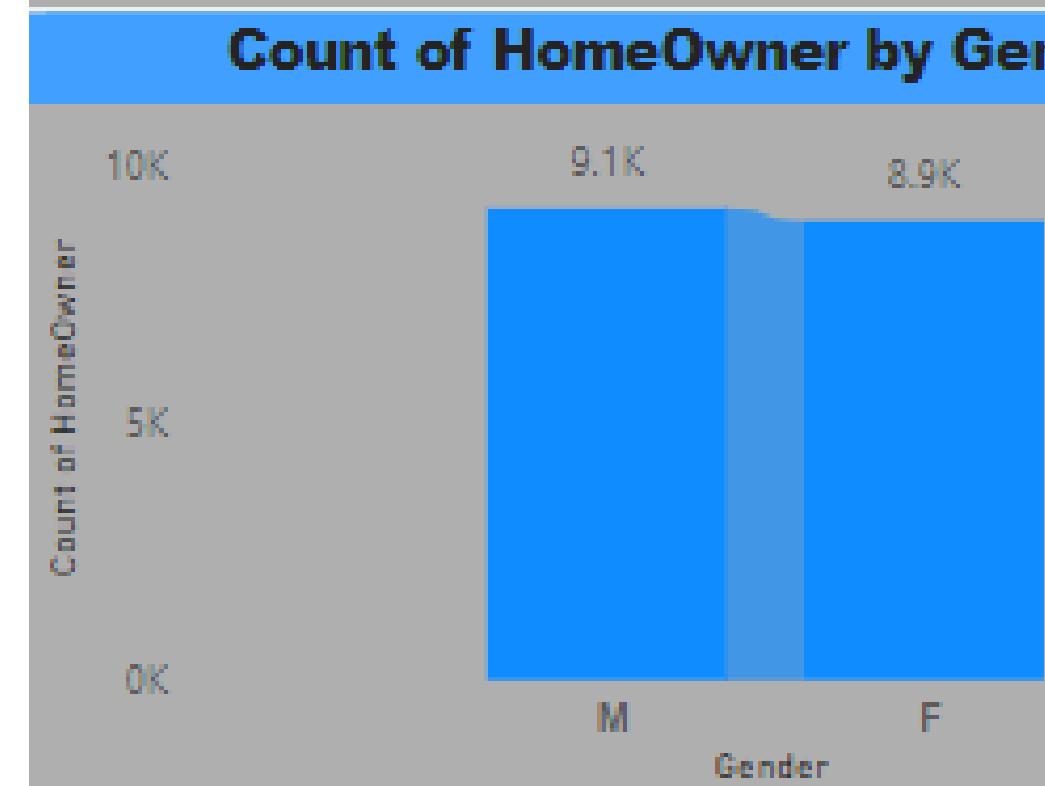
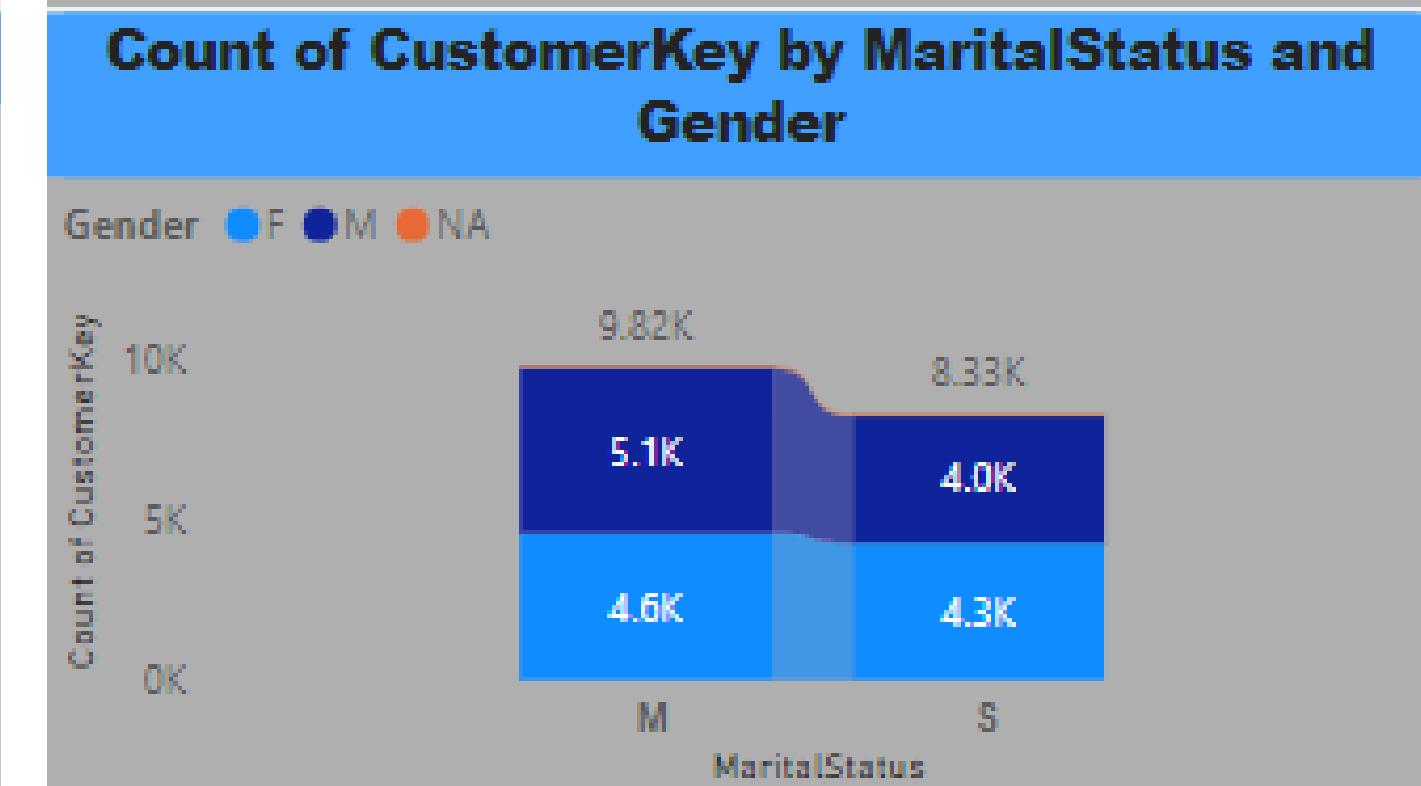
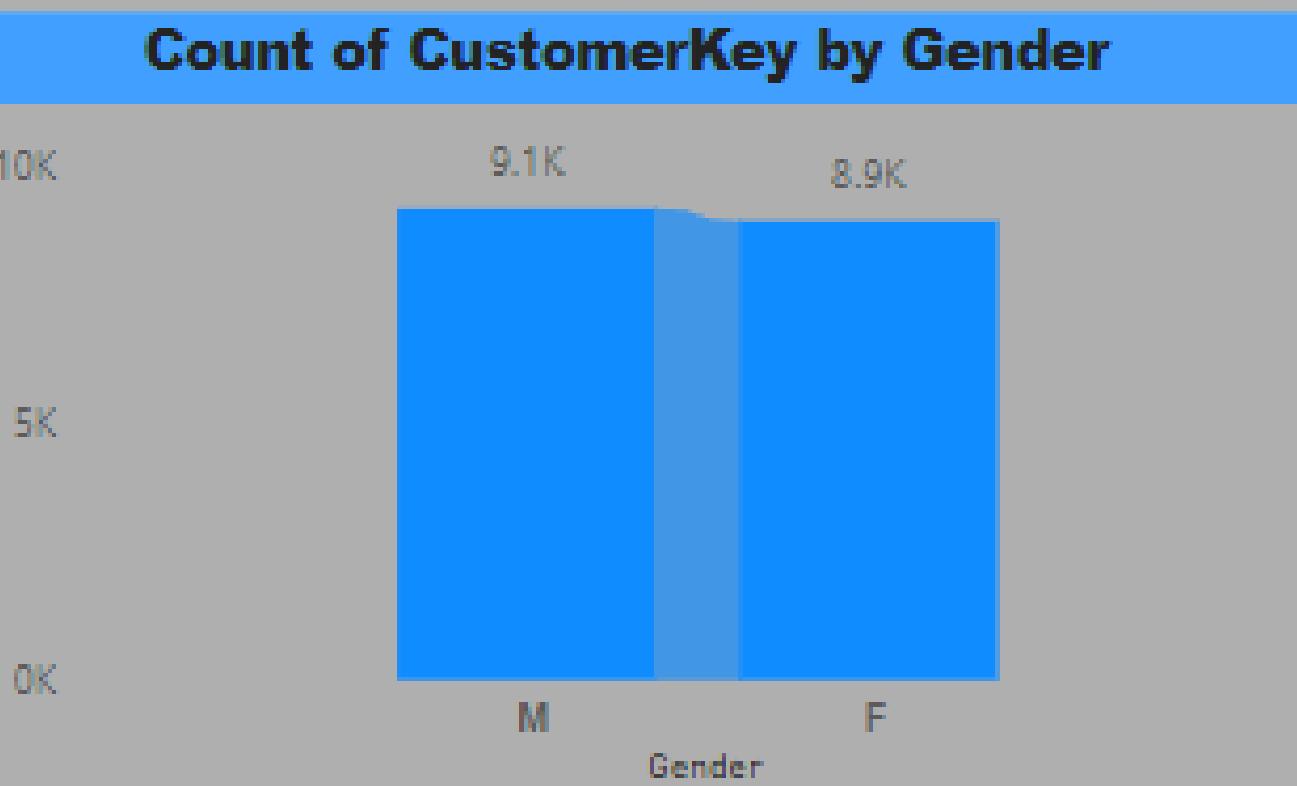
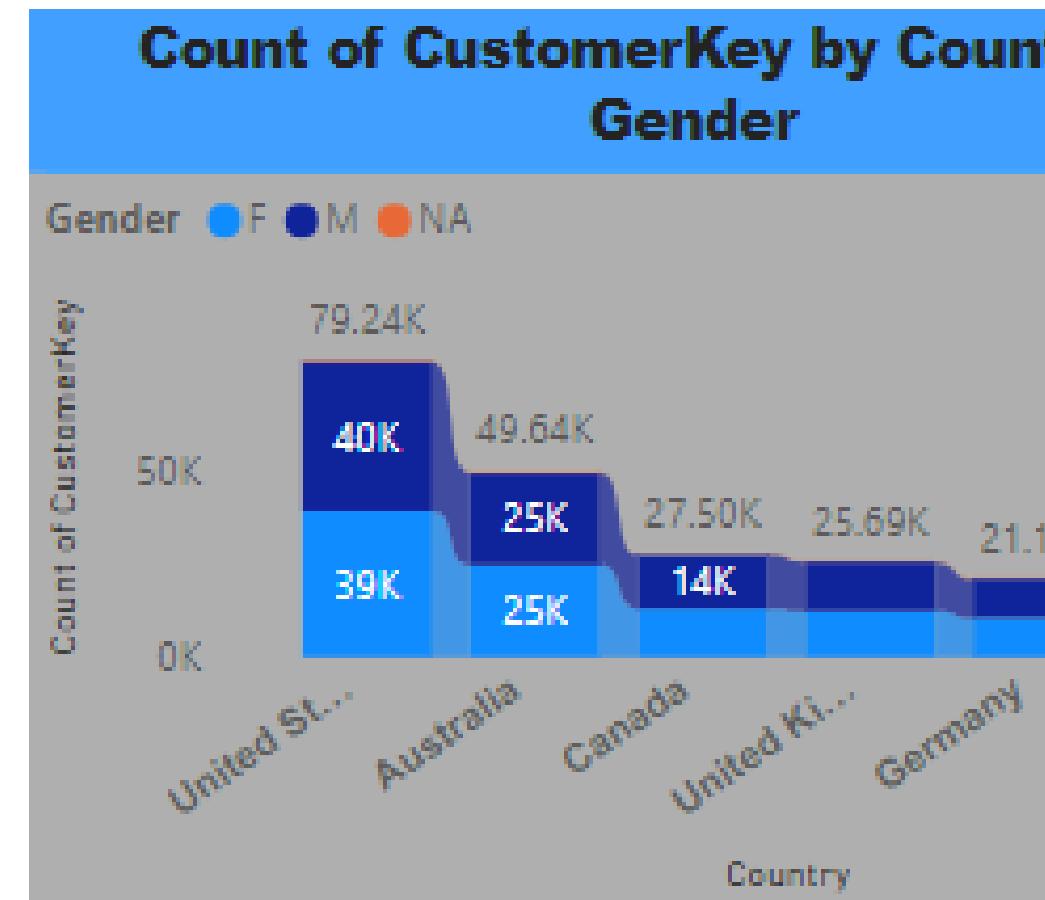
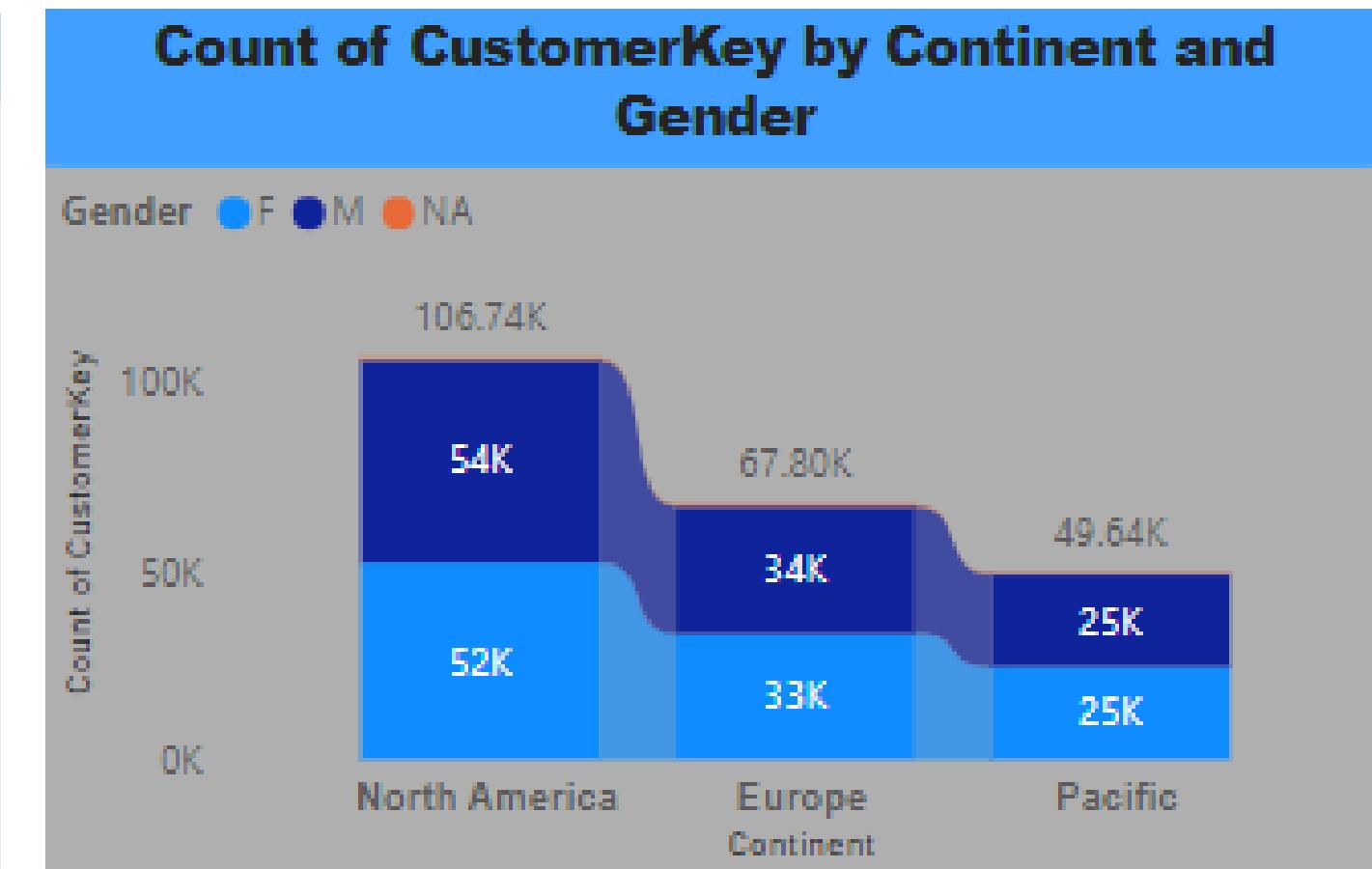
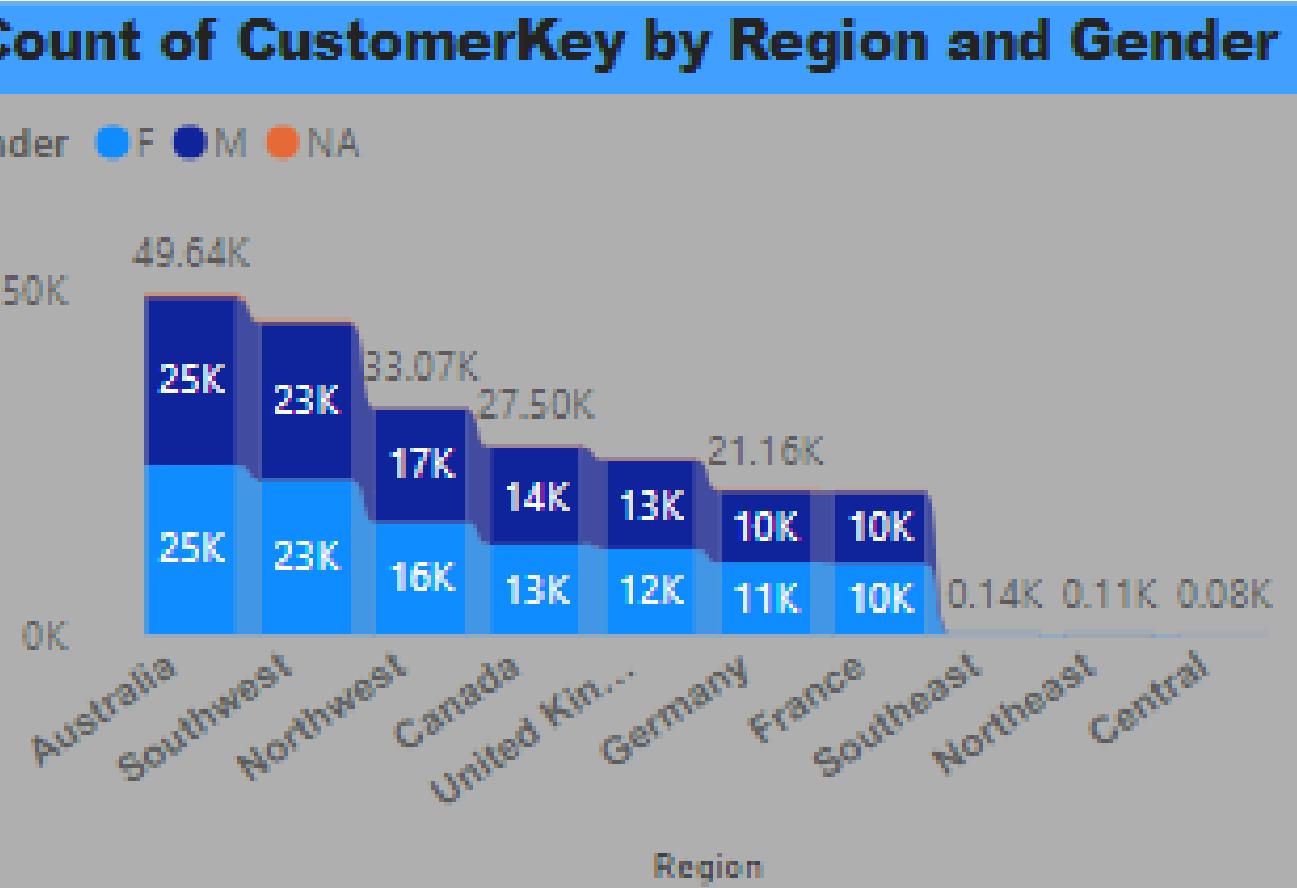
Our company has demonstrated remarkable growth and improvement in sales performance over the past three years. This summary highlights key trends and achievements.

Key Findings:

- Increasing Sales Order
- Improved Return Management
- Growing Profitability
- Enhanced Profit Margin



CUSTOMERS

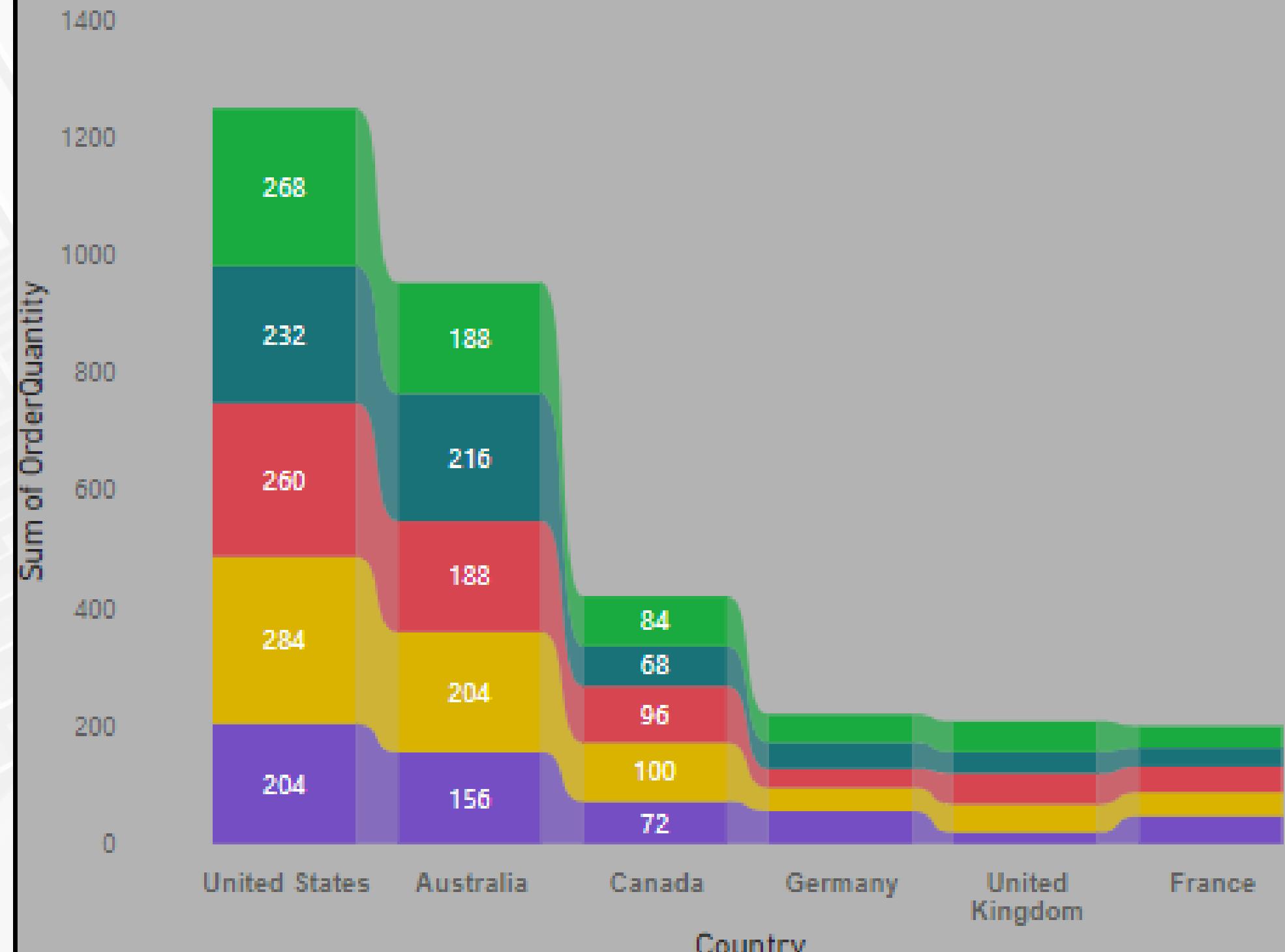


SALES PERFORMANCE

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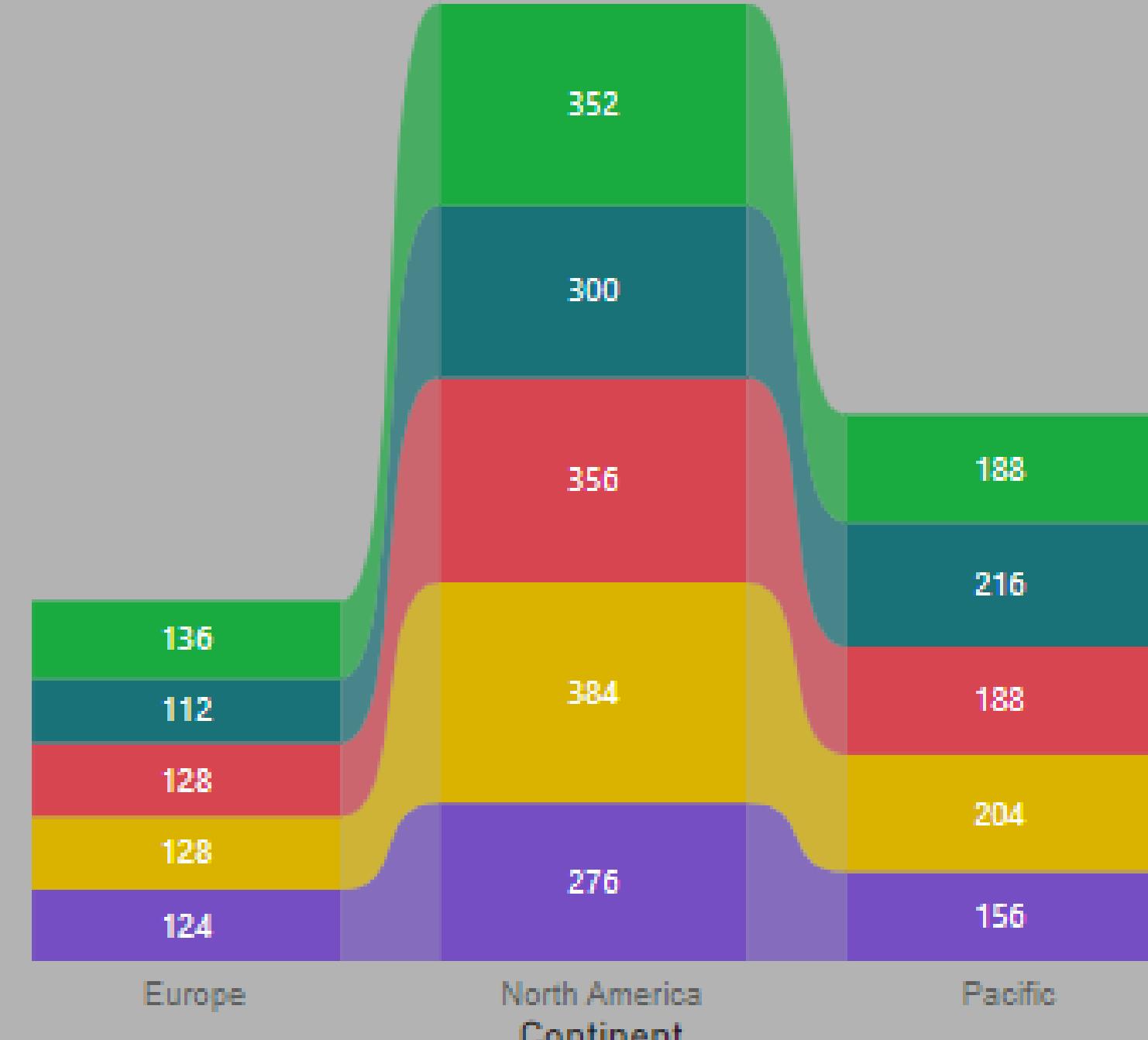
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ProductName ● Road-150 Red, 44 ● Road-150 Re... ● Road-150 R... ● Road-150 ... ● Road-150 ...



OrderQuantity & ProductPrice by Continent & ProductName

ProductName ● Road-150 Red, 44 ● Road-150 Re... ● Road-150 R... ● Road-150 ... ● Road-150 ...

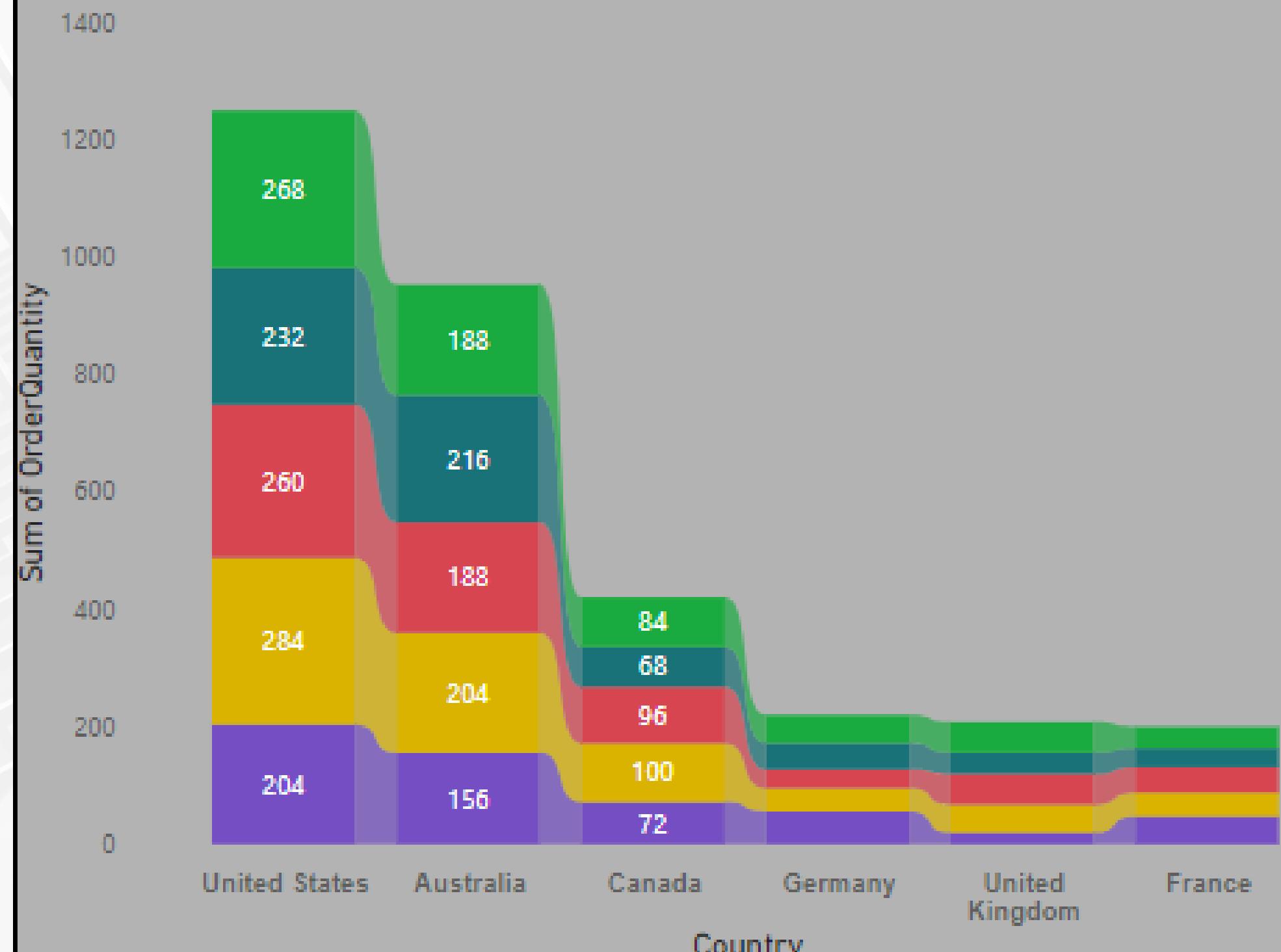


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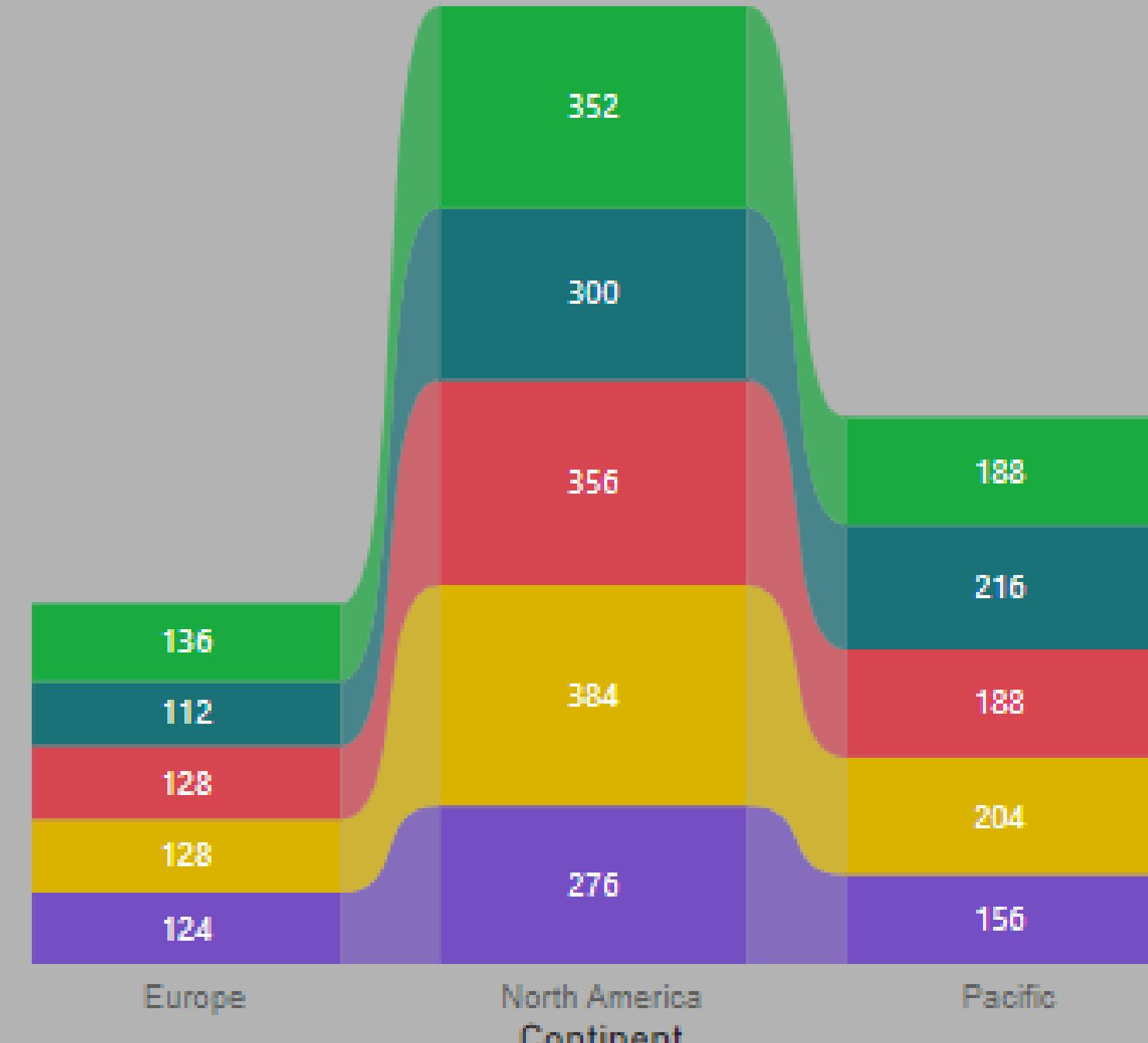
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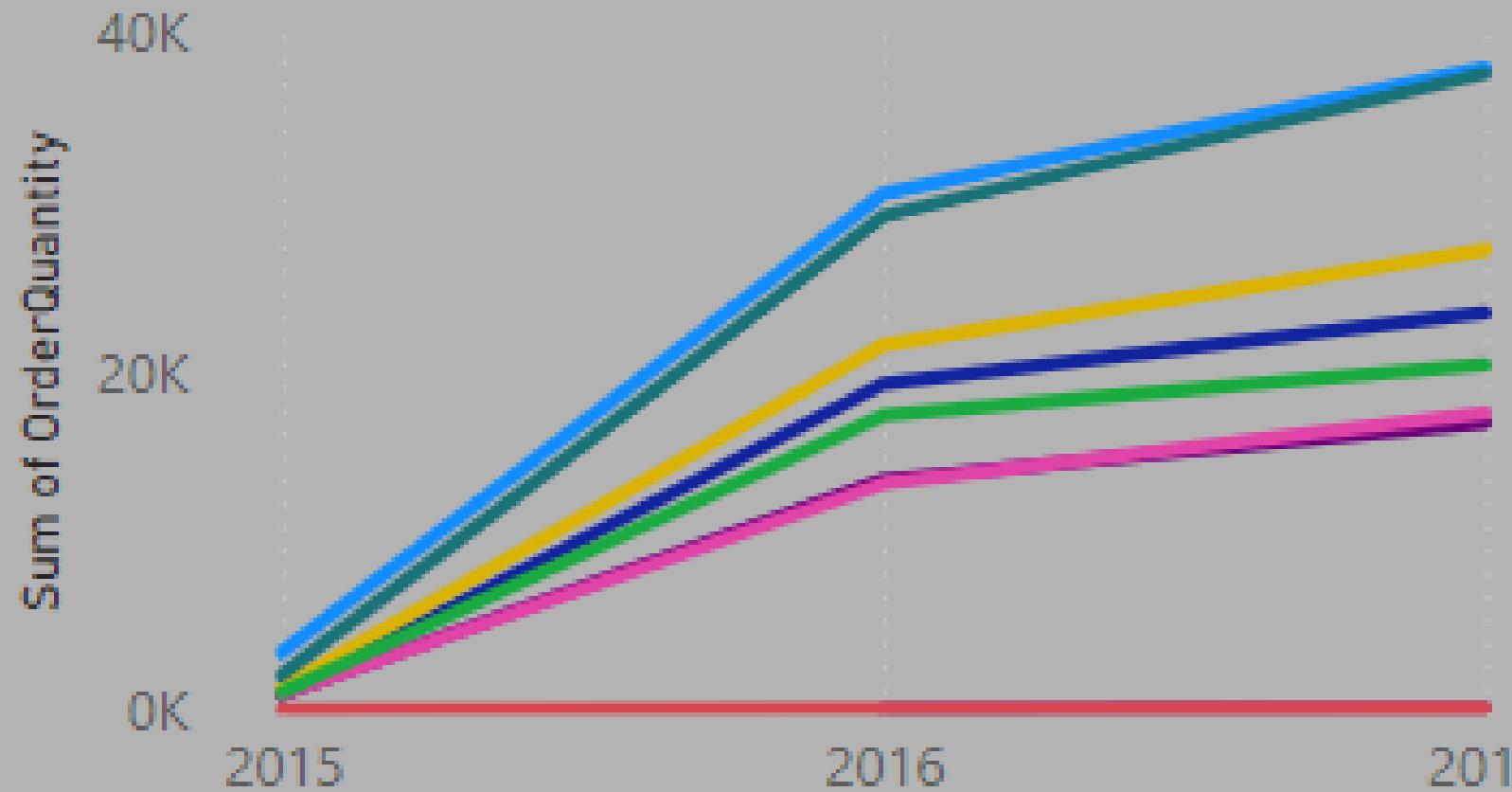
OrderQuantity & ProductPrice by Continent & ProductName

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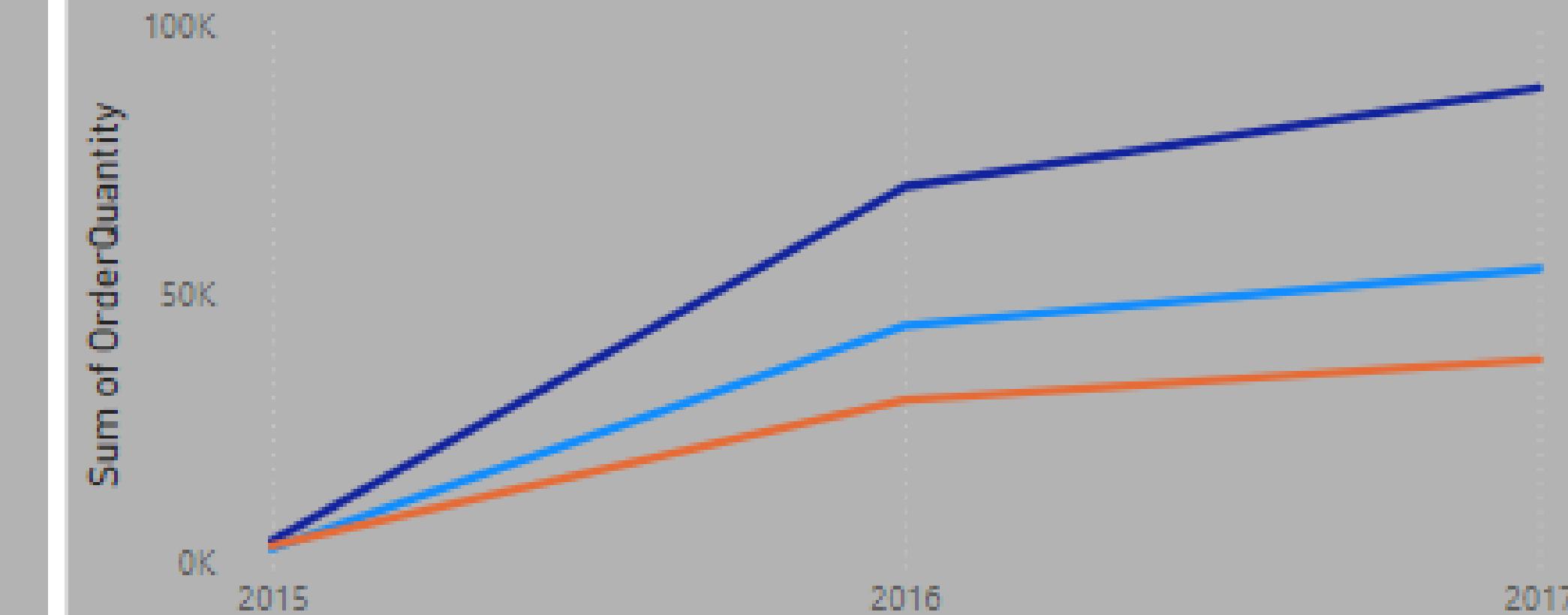
OrderQuantity by Year and Region

Region ● Australia ● Canada ● Central ● France



OrderQuantity by Year and Continent

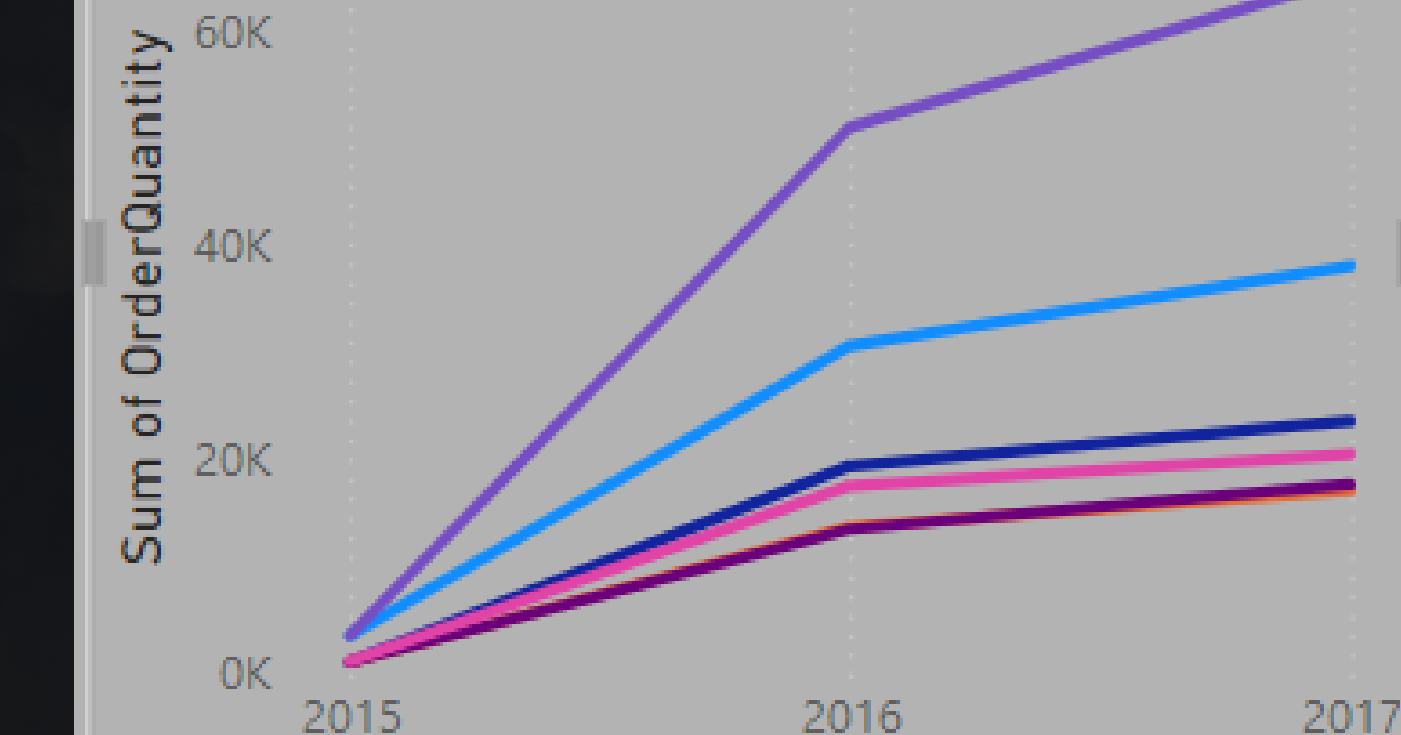
Continent ● Europe ● North America ● Pacific



KEY METRICS

OrderQuantity by Year and Country

Country ● Australia ● Canada ● France



SALES

TRENDS



Increasing Sales Orders:

- * 2015: 10,520 orders
- * 2016: 144,920 orders (1,277% increase)
- * 2017: 181,256 orders (25% increase from 2016)

Improved Return Management

- * 2015: \$36,374.10 in returns
- * 2016: \$2,640.46 in returns (92.7% decrease)
- * 2017: \$211.13 in returns (20% decrease from 2016)

Growing Profitability:

- * 2015: \$51,753.37 in profit
- * 2016: \$85,487.01 in profit (65% increase)
- * 2017: \$86,016.34 in profit (1% increase from 2016)

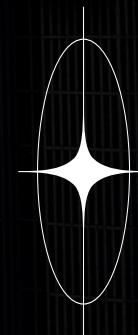
Enhanced Profit Margin:

- * 2015: 0.25 (25%)
- * 2016: 0.41 (41%)
- * 2017: 0.41 (41%)



1. Sustained sales growth indicates effective marketing strategies and customer engagement.
2. Significant reduction in returns suggests improved product quality and customer satisfaction.
3. Increasing profitability demonstrates efficient cost management and pricing strategies.
4. Stable profit margin indicates maintained operational efficiency

SALES STRATEGIES AND INITIATIVES





ACTION PLAN

1. Scaling marketing efforts to reach new customers.
2. Continuously monitoring product quality to maintain low return rates.
3. Optimizing operational costs to ensure sustained profitability.
4. Exploring new revenue streams to diversify and expand business.





CONCLUSION

The company has demonstrated remarkable growth and improvement in sales performance over the past three years. By building on these successes and addressing areas for improvement, we are well-positioned for continued growth and profitability.





THANK YOU!