

Sales Report - January 2026

The sales department achieved a total revenue of ₹12,50,000 in January 2026, surpassing the target of ₹11,00,000. The highest revenue was generated by the west region, contributing ₹4,20,000, followed by the north region with ₹3,80,000.

Alice Roy, the top-performing sales executive, closed deals worth ₹1,50,000, including major clients like TechSolutions and GreenWave Ltd. Bob Kumar contributed ₹1,20,000 in sales, primarily in the IT and software solutions sector.

Marketing campaigns launched in January included the “New Year Promo” and “Winter Discounts” initiative. These campaigns brought in over 200 new leads, out of which 75 were successfully converted into paying customers.

The product breakdown shows that electronics contributed ₹5,00,000, clothing ₹3,00,000, and home appliances ₹4,50,000 to the total revenue. The average deal size across all regions was ₹18,000, with the highest single deal worth ₹2,50,000.

Customer satisfaction surveys conducted this month indicate an overall satisfaction score of 88%. Key feedback includes timely delivery, product quality, and responsive customer support.

The finance team reported that operational costs were kept under ₹3,50,000, maintaining a profit margin of approximately 72%.