INTERNAL SALES ANALYSIS REPORT

(Q1 & Q2)

PREPARED BY:

AIYEGBENI ISRAEL TEMIDAYO

DATE:

11TH MAY 2025

# ****1.0 Executive summary****

This internal sales analysis evaluates product and regional sales performance for Q1 and Q2. Among the ten product categories, five recorded revenue growth in Q2, with Product H (+33%) and Product C (+21%) showing the most significant increases. Product E was the only product to exceed its Q2 sales target (103%), while others achieved between 91% and 99% of their targets, indicating near-target performance across most lines. Regionally, the Central zone recorded the highest cumulative revenue, while the South region, despite a revenue decline, slightly exceeded its Q2 target (100.4%). The report highlights areas of concern for underperforming products and recommends reviewing product strategies, adjusting regional targets, and reinforcing support for high-performing areas to optimize future growth and profitability.

# Purpose and scope

This report is a comprehensive analysis of the startup’s sales performance during the first two quarters of operations. By examining key metrics such as trend in sales growth or decline, sales by product category, and regional performance, this report aims to deliver actionable insights that can inform strategic decisions and optimize business operations.

The scope of the report includes:

* Sales data from Q1 and Q2
* Analysis by product categories and sales channels
* Performance review by region and customer type
* Identification of top-selling products and underperforming areas

This report is intended for internal use by management to assess progress, evaluate market response, and guide planning for the second half of the year.

# 3.0 Findings

**Table 3.1** summarises the sales performance. The key insights gained have been grouped into the following categories:

## 3.1 Sales performance by product category

Figure 3. 1 Chart of Sales performance by product category

**Table 3.1: Performance of sales in the product categories**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Product Category | Q1 Revenue  (₦) | Q1 Target  (₦) | Q2 Revenue  (₦) | Q2 Target  (₦) | % Growth | % of Q2 Target Met |
| Product A | 146.5K | 153.8K | 160.5K | 170.6K | 10% | 94% |
| Product B | 151.9K | 158.5K | 144.8K | 152.3K | -5% | 95% |
| Product C | 128.0K | 131.3K | 154.7K | 165.7K | 21% | 93% |
| Product D | 164.4K | 165.6K | 115.5K | 117.8K | -30% | 98% |
| Product E | 151.4K | 162.6K | 167.4K | 162.9K | 11% | 103% |
| Product F | 124.3K | 130.9K | 140.6K | 142.1K | 13% | 99% |
| Product G | 137.2K | 148.8K | 124.0K | 131.5K | -10% | 94% |
| Product H | 135.5K | 143.1K | 180.3K | 197.6K | 33% | 91% |
| Product I | 151.8K | 159.6K | 135.4K | 143.8K | -11% | 94% |
| Product J | 175.9K | 189.5K | 149.7K | 155.4K | -15% | 96% |

* Product H grew the most with a +33% increase (as seen in Figure 3.1), a significant surge in demand, while Product C (+21%), F (+13%), and E (+11%) also performed strongly.
* Only Product E surpassed its Q2 target (103%), indicating under-target performance overall despite growth in several products.
* Product D saw the steepest decline at -30%, despite meeting 98% of its target, possibly due to conservative targets or fading popularity.
* Products J, I, G, and B also had negative growth, suggesting a review is needed.

## 3.2 Regional Sales Performance Analysis

This section presents the sales performance across different regions over the first two quarters. It evaluates revenue growth and the extent to which each region met its Q2 targets.

Figure 3. 2: Chart of Units Sold for every Month

Figure 3. 3: Chart showing the regional sales performance for each product

* Central leads with ₦522.86K in total sales, followed closely by North and South.
* Product B excels in West (₦70.36K) and North (₦67.43K), Product E is strong in Online (₦63.20K) and West (₦58.17K) and Product H, a high-growth product, performs best in Central (₦68.39K) and Online (₦62.38K).
* Product C saw low revenue in South (₦27.01K), despite growing 21%.
* Product D, which had -30% growth, still recorded high revenue in the Central and South regions. This suggests reliance on a few strong markets.
* 47,646 total units were sold in Q2 compared to 51,211 in Q1. The highest total units sold was in the East (17773), with the fewest units sold in the West (14789)- Figure 3.2.
* The Online channel is strong for Products E and H (Figure 3.3), which are all high-growth. Leveraging the Online channel for high-performing products should be considered.

# 4.0 Key recommendations

* Overall Revenue Performance: Total revenue increased in Q2, with five products (H, C, F, E, A) achieving double-digit growth. However, five others saw declines, most notably Product D (-30%).
* **Review underperforming products** like Product D and J for viability or marketing gaps.
* Target Achievement: Only one product (Product E) exceeded its Q2 sales target. Most others achieved between 91% and 99%, indicating solid performance but slight under-delivery overall.
* **Adjust forecasting models** to align better with observed trends, especially for high-growth products missing their targets.
* **Capitalize on digital channels** and reinforce growth in stable regions like East and Online.
* **Continue monitoring target alignment**, ensuring ambitious yet realistic sales goals.