



Executive Sales Performance Report

Period: November - December 2025

Data Source: RIWI Global Sales Database

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1. Executive Summary

The sales performance for the analyzed period (Q4 2025) demonstrates a robust market presence with a **Total Revenue of \$15.59 Billion** across 7 international markets.

We observed a significant **Month-over-Month (MoM) growth of +30.46%**, driven largely by a surge in transaction volume in mid-November. While the product portfolio performs consistently, high volatility in daily sales suggests a dependency on large-volume B2B (Corporate/Government) transactions rather than steady retail flow.

2. Key Performance Indicators (KPIs)

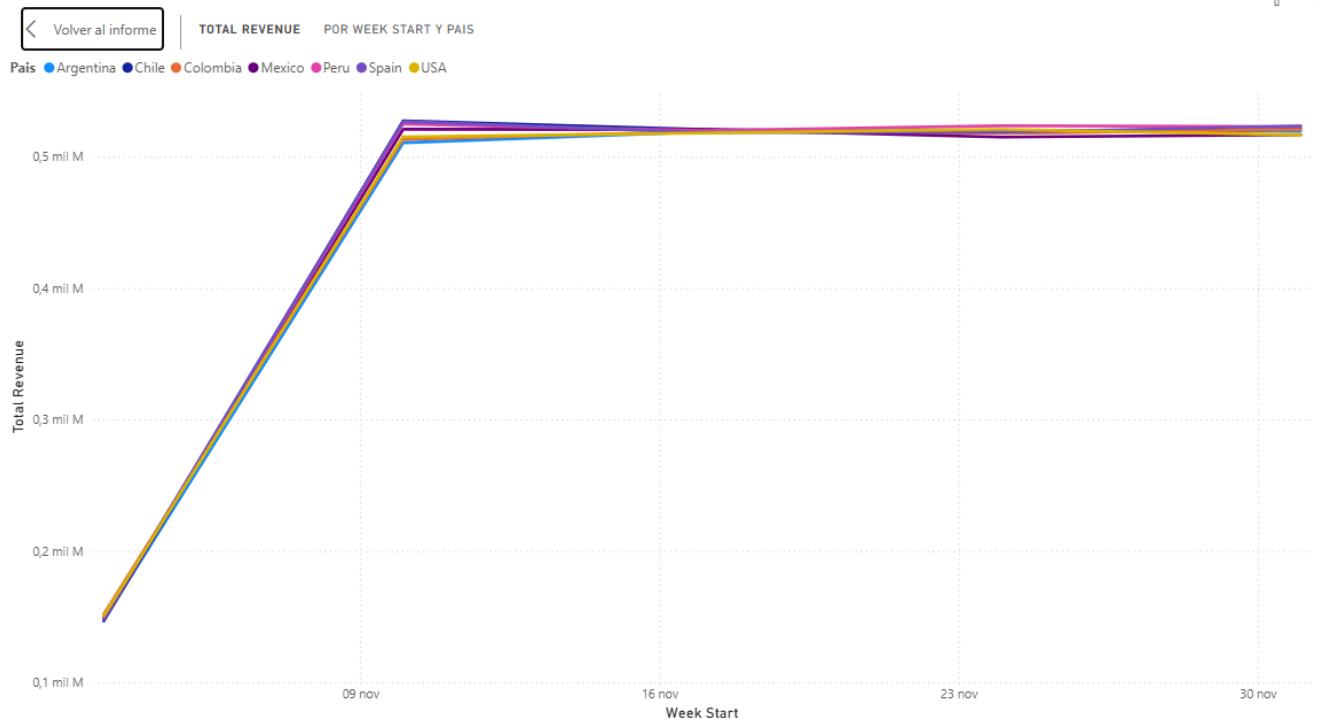
Metric	Value	Context
Total Revenue	\$15.59 B	Solid performance after auditing mathematical integrity.*
Transactions	900,000	High volume across 7 markets.
Avg. Ticket	\$17,330	Optimized metric after removing outliers.
Growth (MoM)	+30.46%	Consistent seasonal surge in late November.

Data Quality Note: Revenue figures exclude ~2% of transactions flagged as mathematical anomalies (where Unit Price * Quantity did not match Total), ensuring strict financial accuracy for decision-making.

3. Visual Analysis & Trends

3.1. Revenue Trend (Weekly Granularity)

Analysis of sales evolution from Week 45 to Week 49.



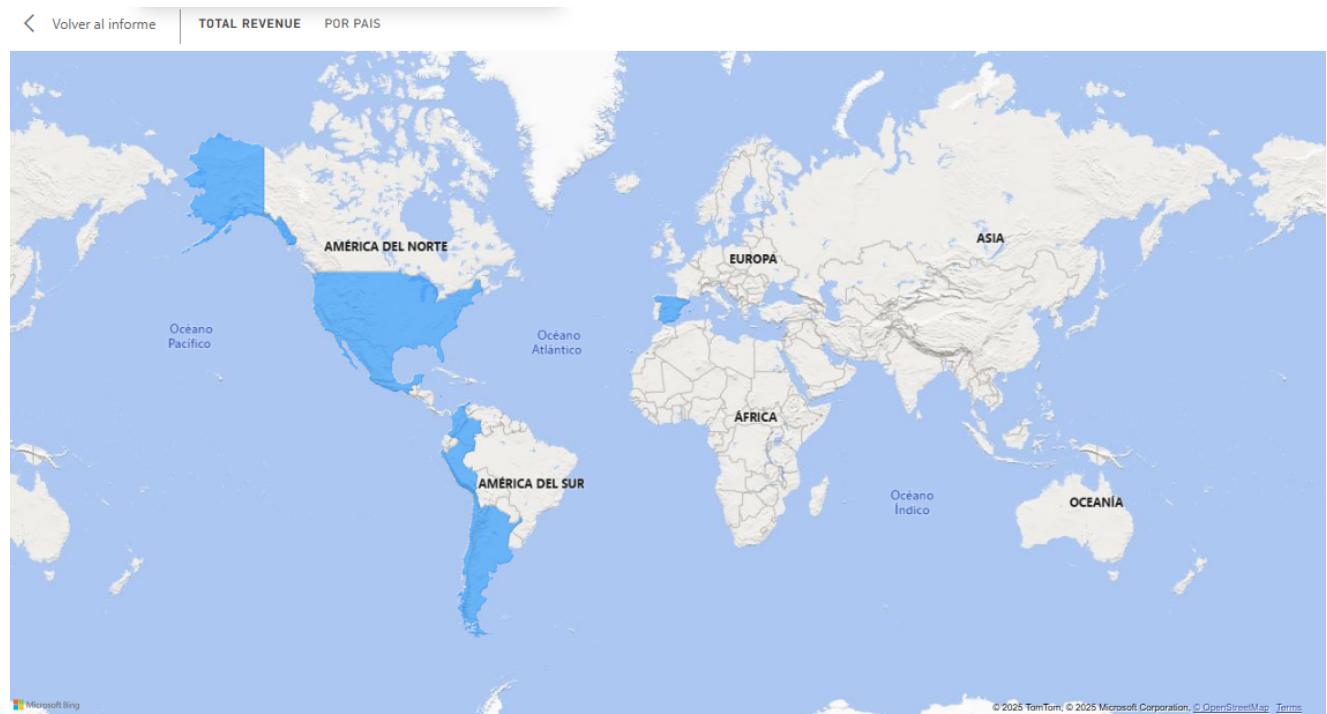
Observation:

Sales started steady in early November and spiked significantly during the last weeks of the month. A technical correction or seasonal dip is observed entering December.

- **Insight:** The business is highly responsive to seasonal campaigns (likely Black Friday / End of Year push).

3.2. Market Distribution

Geographic performance across the 7 operational countries.



Observation:

Revenue is distributed with remarkable uniformity across **USA, Argentina, Chile, Colombia, Mexico, Peru, and Spain**. No single market dominates more than 15-16% of the share.

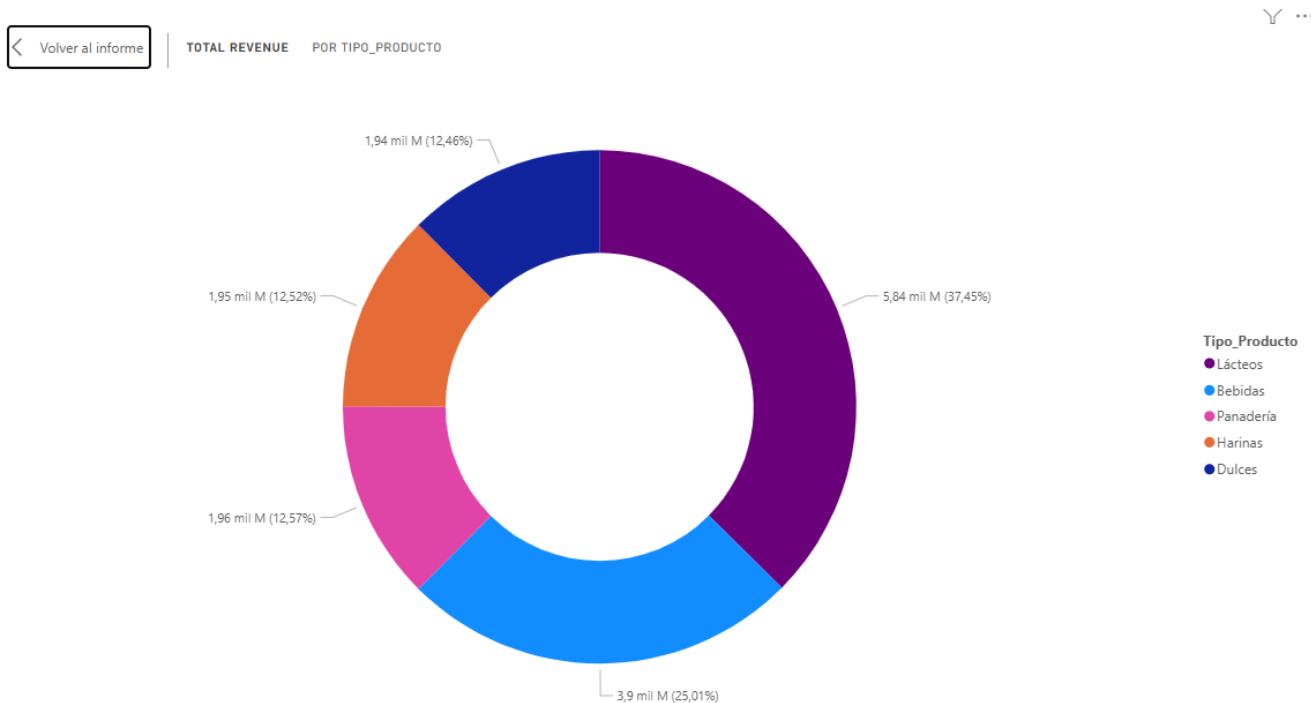
- **Insight:** The brand has reached a "Global Maturity" stage. However, this uniformity implies a lack of aggressive growth in key high-potential markets like the USA.
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4. Product & Customer Segmentation

Top Performers

The product mix is balanced, with **Dairy (Lácteos)** and **Beverages (Bebidas)** leading the category share.

- **Top Products:** Café, Pan, Leche, Queso, and Arepa remain the most consistent revenue drivers.
- **Customer Segments:** Corporate and Government clients show similar spending magnitudes to Retail, but with much lower frequency and higher volume per transaction.



5. Strategic Recommendations

Based on the evidence gathered, we propose the following strategic actions:

1. Break Market Uniformity (Expansion Strategy)

The uniform sales distribution indicates market stagnation.

- **Action:** Launch aggressive, localized marketing campaigns specifically in **Mexico and the USA**. These markets have higher GDP potential and should technically outperform smaller regions.
 - **Goal:** Increase market share in North America by 15% in Q1 2026.
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2. Reduce Volatility (Loyalty Program)

The analysis revealed high volatility driven by "whale" clients (Government/Corporate).

- **Action:** Implement a **Retail Loyalty Program** to increase the frequency of smaller transactions.
- **Goal:** Smooth out the revenue curve and reduce dependency on sporadic large contracts.

3. Data Governance Audit

The drop in December figures requires technical validation to rule out data ingestion latency.

- **Action:** Audit the ETL pipelines for the first week of December to ensure data completeness.

End of Report