

Sales Performance Report Q1 Q2

Sales Report: Q1-Q2 Summary

This report analyzes sales trends for the first half of the year.

Top-performing products:

- Oversized T-Shirts: 12,300 units sold
- Cotton Hoodies: 9,875 units sold

Sales dropped in March due to supply chain issues. A marketing push in April helped recover 60% of the dip.

Channel Analysis

Online channels continue to outperform retail.

Sales Channels (Jan-June):

- Website: Rs. 25.6 Lakhs (up 32% YoY)
- Instagram Ads: Rs. 10.2 Lakhs
- Retail: Rs. 8.4 Lakhs

Recommendation:

Double down on Instagram + SEO strategy, and test influencer coupon codes.