



ANALYSIS OF BATTERY SALES FOR COMPANY X

YEAR

2022

2023

2024

Revenue Generated from Battery Sales

Ksh5.15M

Revenue in 2022

Ksh18.00M

Revenue in 2023

Ksh15.10M

Revenue in 2024 (As of May))

QUARTER

Q1

Q2

Q3

Q4

Number of Batteries Sold

198

2022

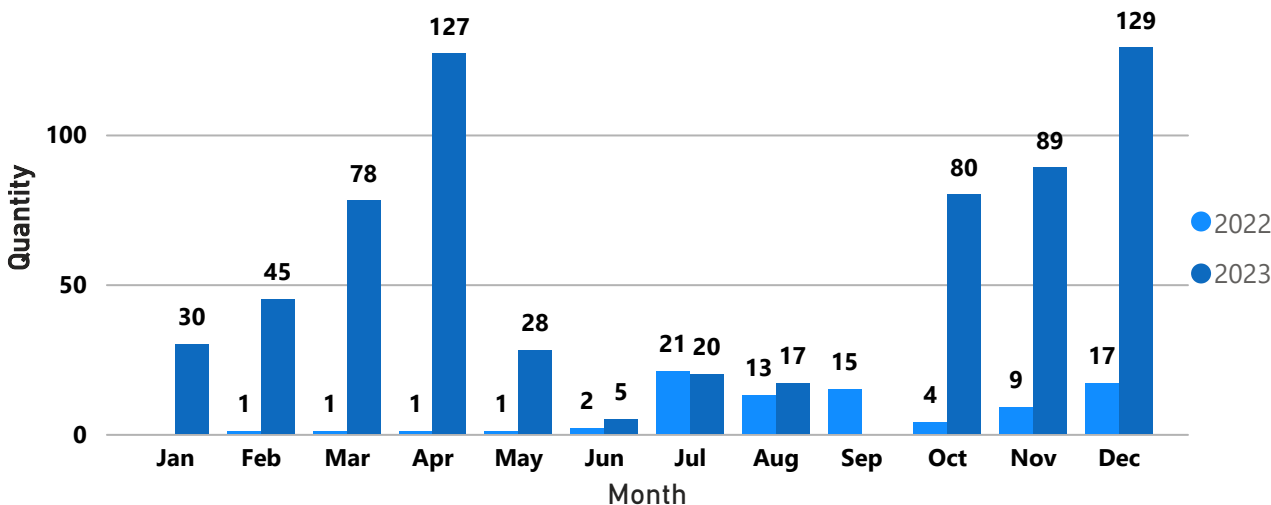
648

2023

524

2024 (As of May)

2022/23 Battery Sales



% Growth rate in sales in
2023 from 2022

227.27%

YoY Sales growth rate

% Growth rate in revenue in
2023 from 2022

249.57%

YoY Revenue Growth Rate

In 2023, sales of the batteries saw an **over 200% growth rate**, leading to a significant increase in revenue.

Q1 ANALYSIS (2022-2024)

Revenue Generated from Battery Sales in Q1

Ksh95.00K

2022

Ksh4.14M

2023

Ksh7.19M

2024

Total Batteries Sold in Q1

3

2022

153

2023

237

2024

% Increase in Quarter 1 sales in 2024

51.92%

QoQ Growth Rate

% Increase in Quarter 1 Revenue in 2024

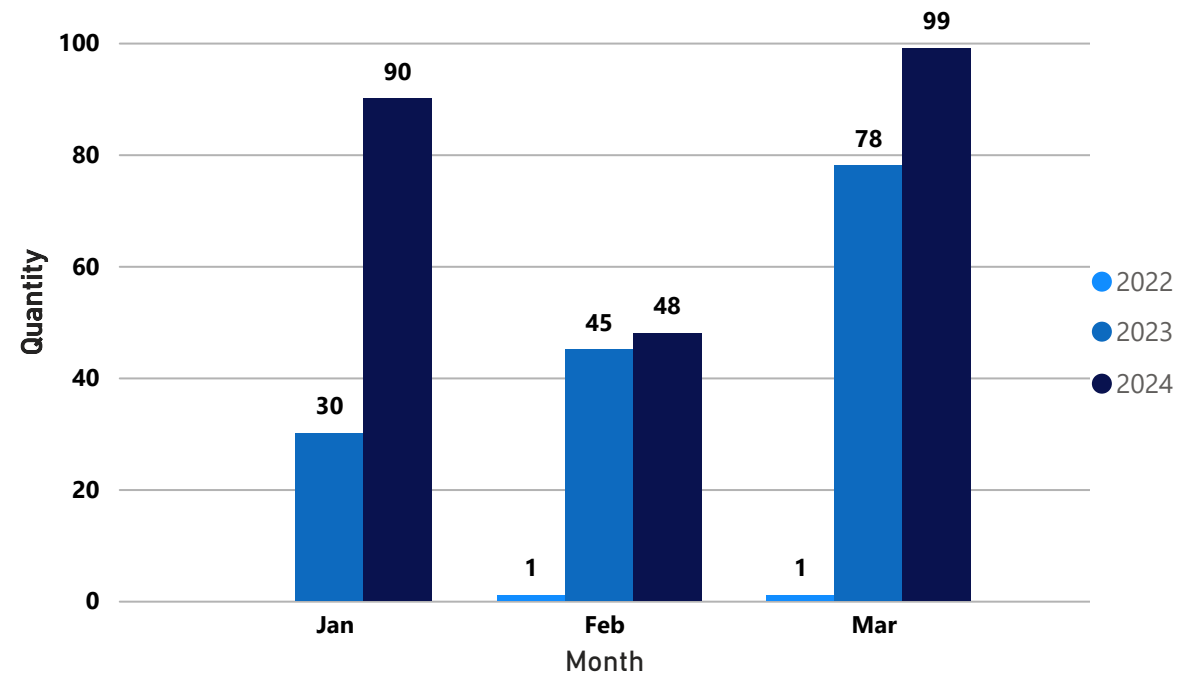
70.04%

QoQ Revenue Rate

Notes:

- **Over 50%** increase in sales was recorded in 2024, compared to 2022 and 2023 , leading to a **70%** boost in revenue.
- These graphs demonstrate a **positive trend in battery sales over Q1 across three years**, indicating growing market penetration for this brand.

Q1 BATTERY SALES (2022 - 2024)



2022 - 2024 BATTERY SALES FOR THE MONTHS JANUARY TO MAY

Revenue Generated from Battery Sales in the months of Jan-May

Ksh186.00K

Revenue in 2022

Ksh8.24M

Revenue in 2023

Ksh15.10M

Revenue in 2024

Total Batteries Sold in the months of Jan - May

6

Batteries Sold in 2022

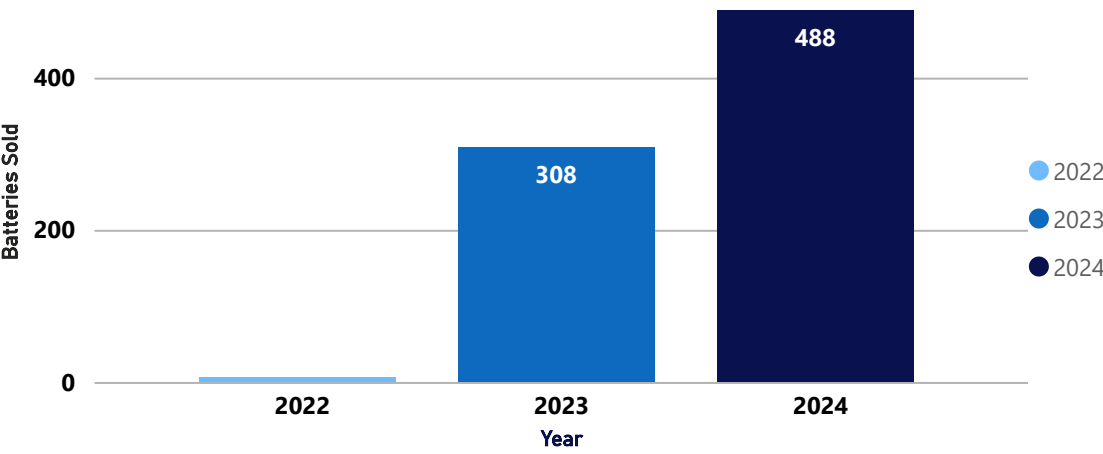
308

Batteries Sold in 2023

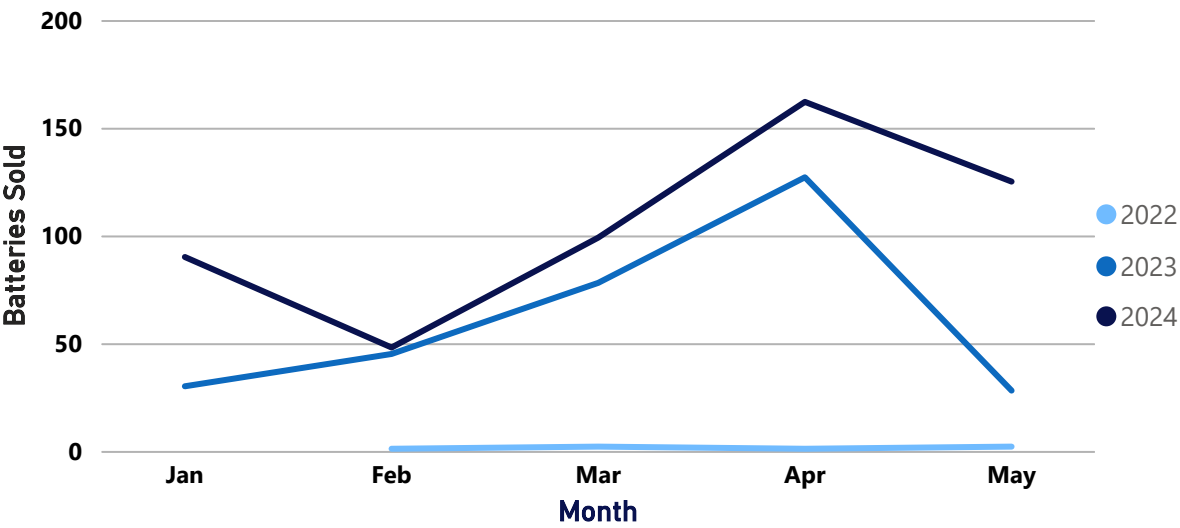
524

Batteries Sold in 2024

Battery Sales 2022-2024



Battery Sales by Month

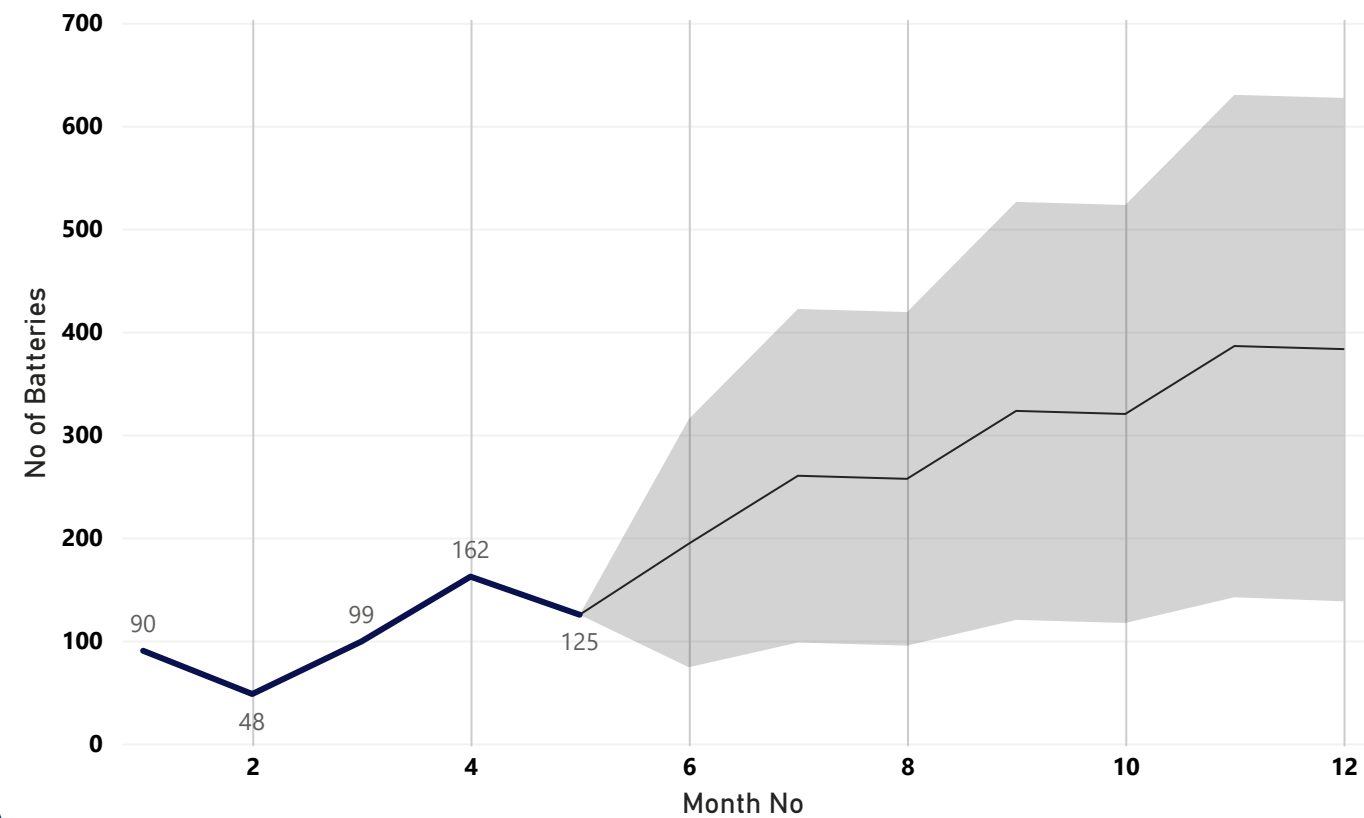


Notes:

- A positive sales trend for the batteries is observed from 2022 to 2024, with **sales in 2024 increasing by 53%** compared to 2023 for the months of January to May.
- Consequently, over **78% increase in revenue** was recorded.

2024 SALES AND PROJECTIONS

2024 Sales Projection



Battery Sales Forecast 2024

Batteries Sold	Month No	forecastValue	confidence HighBound	confidence LowBound
90	1			
48	2			
99	3			
162	4			
125	5	125	125	125
	6	194	315	74
	7	260	422	98
	8	257	419	95
	9	323	526	120
	10	320	523	117
	11	386	630	142
	12	383	627	138
Total (Jun - Dec)		2123	3462	784

Notes

At the current sales rate, sales in 2024 are projected to increase significantly over the next 6 months. The forecast indicates sale of 2,123 batteries, with a maximum of 3,462 and a minimum of 784.