**Sales Analysis Report**

**Date of Analysis**: [05-01-2025]

**Prepared by**: [Meriam Alex]

**1. Overview**

This report presents a comprehensive analysis of sales data, focusing on total sales and profit by product category, top-selling products, key customers, and sales trends over daily, monthly, and quarterly periods.

**2. Total Sales and Profit by Product Category**

| **Category** | **Total Sales** | **Total Profit** |
| --- | --- | --- |
| Electronics | $12,228.14 | $3,283.14 |
| Home & Office | $4,649.07 | $1,394.07 |
| Stationery | $1,439.10 | $539.10 |

**Insights**:

* **Electronics** is the leading category in terms of both sales and profit, indicating strong consumer demand in this segment.
* **Home & Office** and **Stationery** categories also contribute positively, but with significantly lower sales and profit margins.

**3. Top-Selling Products**

| **Product** | **Total Sales** | **Total Quantity** |
| --- | --- | --- |
| Bluetooth Speaker | $9,499.05 | 95 |
| LED Desk Lamp | $4,649.07 | 93 |
| Wireless Mouse | $2,729.09 | 91 |
| Notebook Set | $1,439.10 | 90 |

**Insights**:

* The **Bluetooth Speaker** is the top-selling product, accounting for a significant portion of total sales.
* The **LED Desk Lamp** and **Wireless Mouse** also show strong sales, suggesting a trend towards electronic accessories.

**4. Key Customers**

| **Customer ID** | **Name** | **Total Sales** | **Total Quantity** |
| --- | --- | --- | --- |
| C123 | Jackson Carter | $999.90 | 10 |
| C111 | William Young | $799.92 | 8 |
| C107 | Matthew Clark | $599.94 | 6 |
| C119 | Jacob Adams | $599.94 | 6 |
| C103 | Michael Brown | $547.92 | 8 |

**Insights**:

* **Jackson Carter** is the top customer, indicating a strong relationship that could be leveraged for loyalty programs or targeted marketing.
* The other key customers also show significant sales, suggesting opportunities for upselling or cross-selling.

**5. Daily Sales Trends**

| **Date** | **Total Sales** |
| --- | --- |
| 2024-09-01 | $59.98 |
| 2024-09-02 | $97.96 |
| 2024-09-03 | $99.99 |
| ... | ... |
| 2025-01-02 | $89.97 |

**Total Sales Over Time**:

* The daily sales data shows fluctuations, with some days experiencing significantly higher sales than others.

**Insights**:

* Identifying peak sales days can help in planning marketing campaigns and inventory management.

**6. Monthly Sales Trends**

| **Month** | **Total Sales** |
| --- | --- |
| 2024-09 | $4,215.14 |
| 2024-10 | $4,677.06 |
| 2024-11 | $4,541.10 |
| 2024-12 | $4,293.09 |
| 2025-01 | $589.92 |

**Insights**:

* Sales remained relatively stable over the months, with a slight decline in January 2025, which may indicate seasonal trends.

**7. Quarterly Sales Trends**

| **Quarter** | **Total Sales** |
| --- | --- |
| 2024-Q3 | $4,215.14 |
| 2024-Q4 | $13,511.25 |
| 2025-Q1 | $589.92 |

**Insights**:

* The fourth quarter shows a significant increase in sales, likely due to holiday shopping and promotions.