

Sales Performance Storyboard

Slide 1: Business Summary

Key Metrics:

- Total Sales Amount: \$1,137,367
- Boxes Shipped: 32,647
- Total Shipments: 205

Takeaway:

The business is operating at a large scale with a healthy average revenue per shipment (~\$5,500).

Slide 2: Sales by Country

Top Performing Country: Australia

Insight:

Australia leads with over \$1M in sales. Other countries (UK, India, USA, Canada, New Zealand) trail behind significantly.

Context:

Australia likely benefits from strong local presence or optimized operations.

Business Insight:

- Focus on expanding efforts in Australia.
- Replicate Australia's success strategies in other regions.

Slide 3: Top 10 Sales Performers

Top Performer: Dennison Crosswaite (~\$65K in sales)

Sales Performance Storyboard

Insight:

Performance drop across top 10 is gradual, indicating a strong and balanced team.

Business Insight:

- Recognize and reward top performers.
- Use top performers as mentors.
- Set measurable goals for lower-tier performers.

Slide 4: Summary & Recommendations

Summary of Insights:

- Australia dominates in revenue contribution.
- Sales team shows balanced performance.
- Business logistics are operating at a high volume.

Recommendations:

- Scale Australia's approach across similar markets.
- Enable knowledge-sharing within the sales team.
- Explore weaker regions via pilots or market studies.
- Monitor logistics efficiency via per-shipment revenue.