

Q4 2024 Sales Report

Executive Summary

This report presents the quarterly sales performance for Q4 2024. Overall revenue increased by 15% compared to Q3, with strong growth in the technology and healthcare sectors. Key highlights include record-breaking online sales and successful expansion into new markets.

Monthly Sales Data (in thousands USD)

Month	Revenue	Expenses	Profit
October	450	320	130
November	520	350	170
December	680	400	280

Regional Performance

- North America: \$850,000 (52% of total)
- Europe: \$420,000 (26% of total)
- Asia Pacific: \$280,000 (17% of total)
- Other Regions: \$100,000 (5% of total)

Key Insights

- December sales exceeded projections by 23%
- Online channel grew 45% year-over-year
- Customer retention rate improved to 87%
- New product line contributed 18% of revenue

Action Items

- [] Expand marketing budget for Q1 2025 - Due: Jan 15
- [] Launch loyalty program in Europe - Due: Feb 1
- [] Review pricing strategy for Asia Pacific - Due: Jan 30
- [] Hire 5 additional sales representatives - Due: Feb 15

Product Performance Analysis

Product Category Sales (Q4 2024)

Category	Units Sold	Revenue	Growth
Electronics	12,500	\$625,000	+18%
Software	8,200	\$410,000	+32%
Services	3,100	\$310,000	+12%
Accessories	25,000	\$125,000	+8%
Support Plans	4,500	\$180,000	+25%

Customer Satisfaction Scores

- Product Quality: 4.5/5.0 (90%)
- Customer Service: 4.3/5.0 (86%)
- Delivery Speed: 4.7/5.0 (94%)
- Value for Money: 4.1/5.0 (82%)
- Overall Satisfaction: 4.4/5.0 (88%)