

# **Q4 2024 Sales Performance Report**

## **Comprehensive Analysis of Regional Sales**

Fourth Quarter 2024 - Regional Performance Summary

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**Date:** November 21, 2025

**ABC Corporation**

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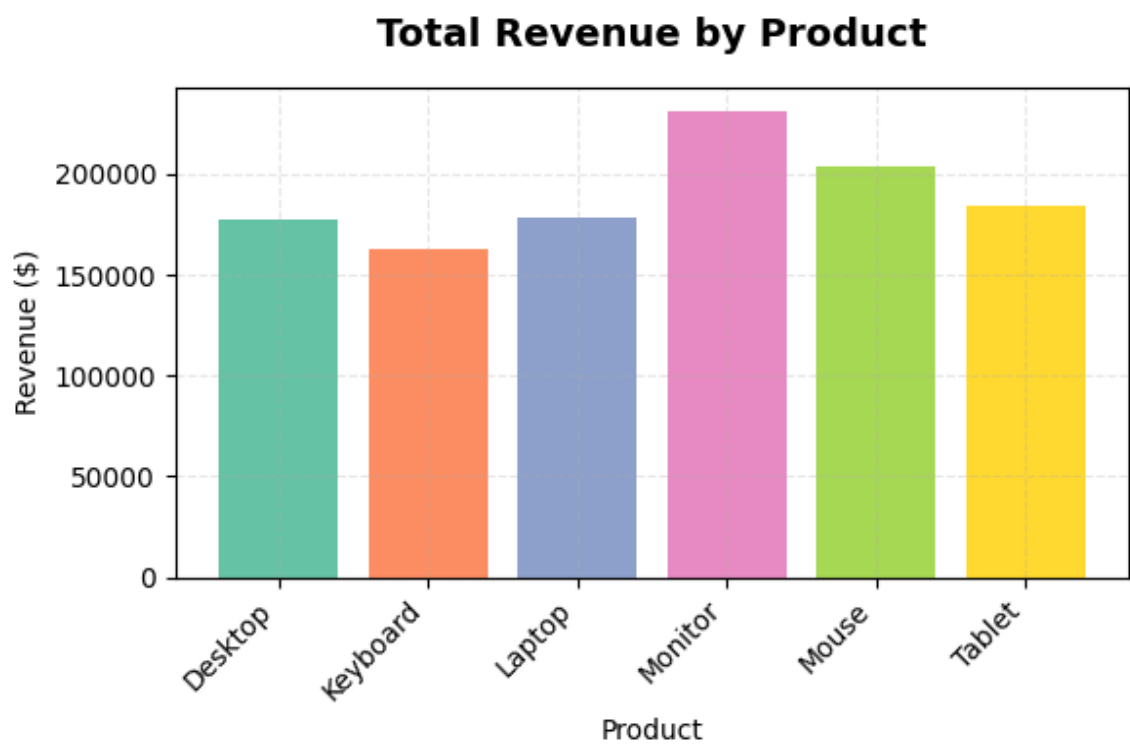
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# Executive Summary

This report provides a comprehensive analysis of sales performance for Q4 2024. Key highlights include strong performance in the East region, with Desktop products showing the highest revenue contribution. The analysis covers regional performance, product mix, and sales personnel effectiveness across all operating territories.

## Revenue by Product Category

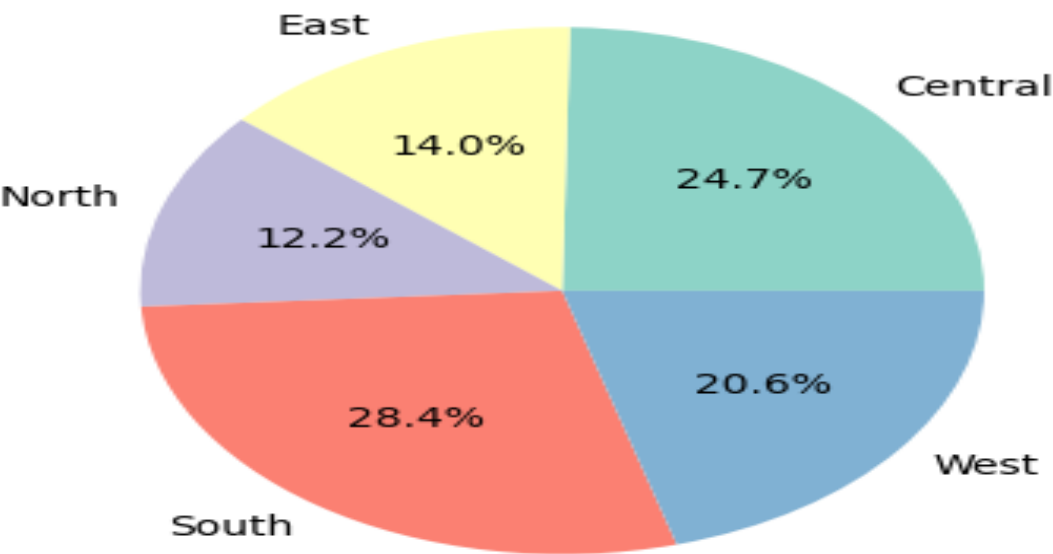


## Regional Performance Overview

Regional analysis reveals significant performance variations across our operating territories. The East region continues to lead in total revenue, while the West region shows the highest average order value. Central and North regions demonstrate steady growth patterns with opportunities for expansion.

# Revenue Distribution by Region

Market Share by Region

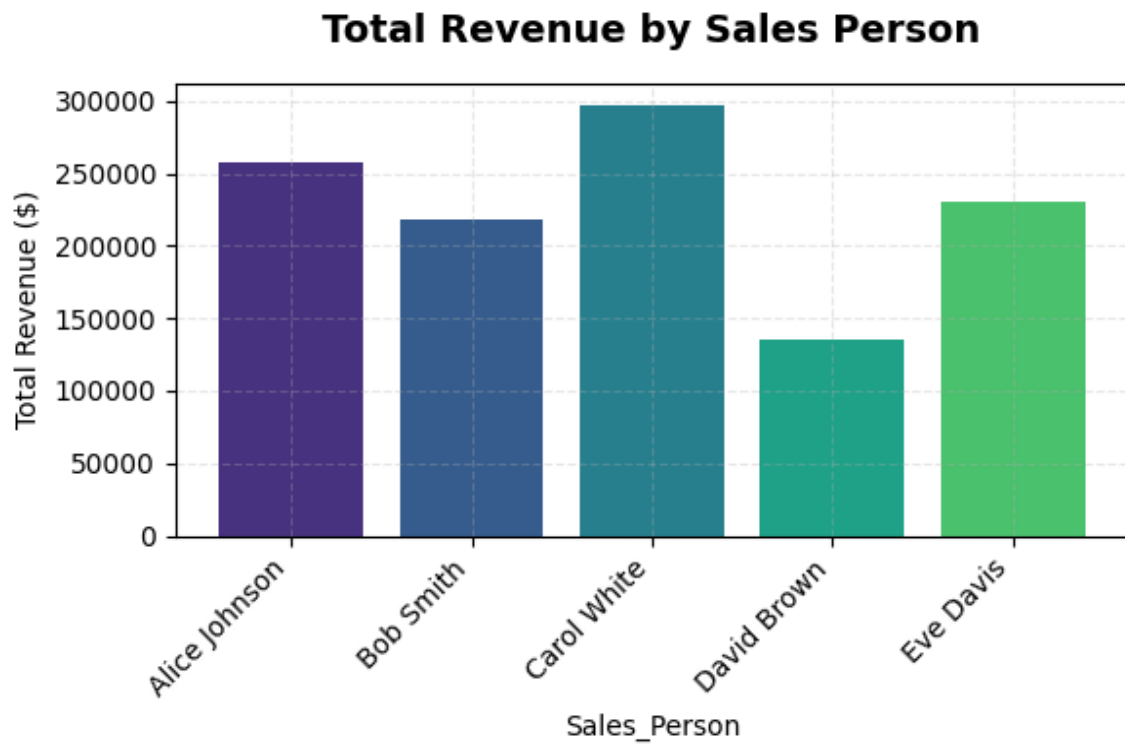


# Sales Performance Metrics

## Top 20 Sales Orders by Revenue

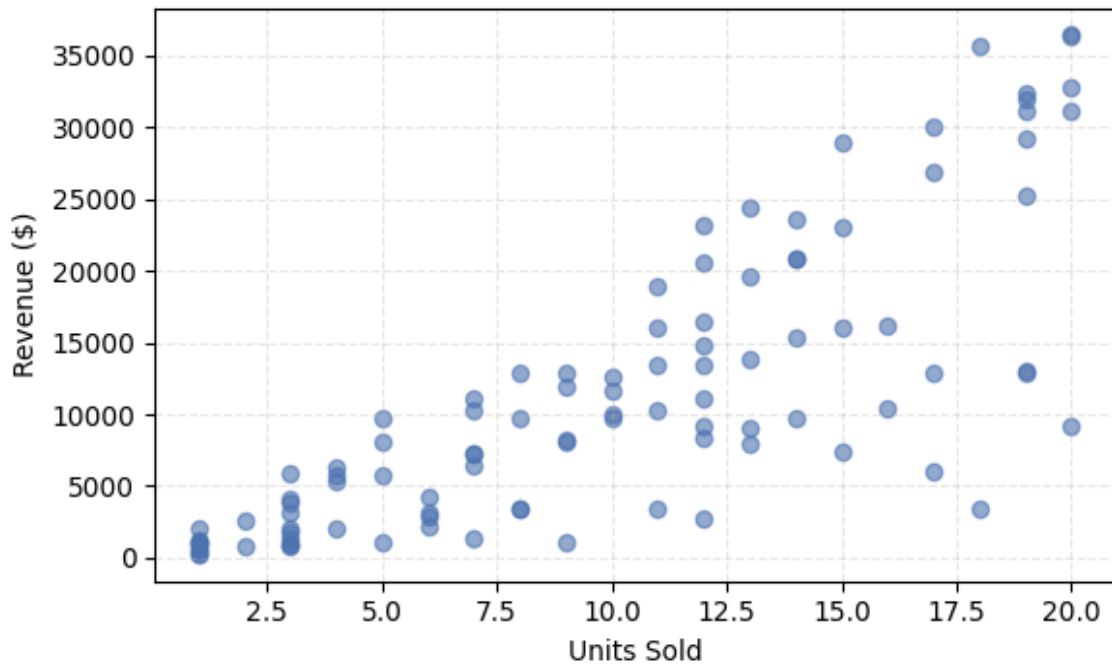
Order_ID	Date	Region	Product	Sales_Person	Revenue	Customer_Rating
ORD1000	2025-01-02	East	Laptop	David Brown	473	4.7
ORD1001	2025-07-13	Central	Desktop	Eve Davis	16082	4.9
ORD1002	2025-02-05	East	Keyboard	David Brown	8388	3.4
ORD1003	2025-09-20	North	Desktop	Alice Johnson	1371	3.9
ORD1004	2025-04-01	West	Laptop	David Brown	8037	3.2
ORD1005	2025-05-08	Central	Tablet	Bob Smith	7917	3.0
ORD1006	2025-09-12	Central	Laptop	Eve Davis	23208	3.6
ORD1007	2025-06-09	South	Laptop	Carol White	8199	5.0
ORD1008	2025-05-28	Central	Desktop	Carol White	36500	4.9
ORD1009	2025-01-25	West	Keyboard	Eve Davis	5810	4.2
ORD1010	2025-04-01	North	Keyboard	David Brown	2040	3.1
ORD1011	2025-07-30	East	Desktop	Bob Smith	1096	3.7
ORD1012	2025-09-22	South	Monitor	Eve Davis	7273	3.2
ORD1013	2025-03-25	West	Laptop	Bob Smith	9140	3.7
ORD1014	2025-09-30	North	Laptop	Bob Smith	1995	4.9
ORD1015	2025-02-09	Central	Keyboard	Alice Johnson	844	5.0
ORD1016	2025-03-24	East	Mouse	Carol White	3840	3.7
ORD1017	2025-08-11	North	Laptop	David Brown	5712	4.2
ORD1018	2025-03-09	South	Tablet	Bob Smith	2166	3.6
ORD1019	2025-02-20	Central	Monitor	Alice Johnson	13398	4.5

## Sales Personnel Performance



## Revenue vs Units Sold Analysis

## Relationship Between Units Sold and Revenue



## Conclusion and Recommendations

Based on the analysis presented in this report, we recommend the following actions: 1) Increase focus on Desktop products which show the highest revenue potential, 2) Invest in training and support for sales personnel to maintain high performance levels, 3) Expand operations in underperforming regions to capture market opportunities, 4) Continue monitoring customer ratings to ensure quality and satisfaction remain high across all product categories and regions.