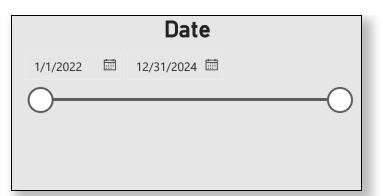
REGIONAL OVERVIEW

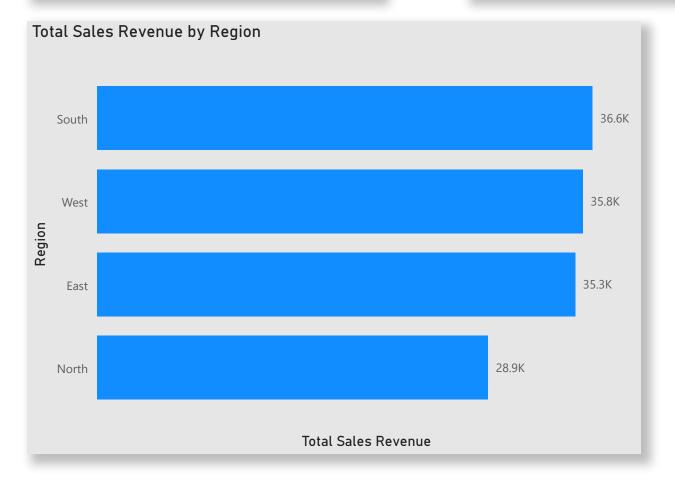
Total Sales Revenue

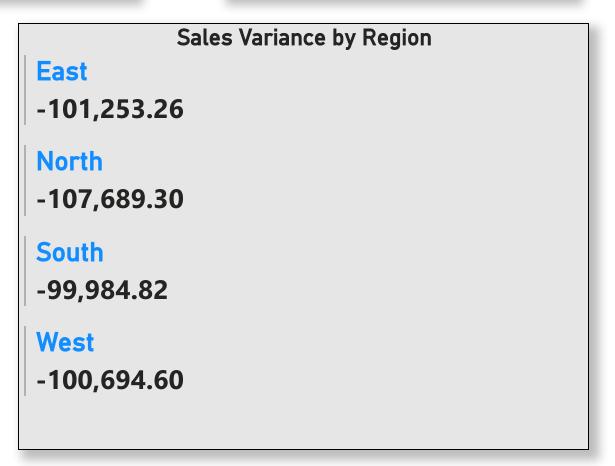
136.54K



Average Sales Amount

273.08

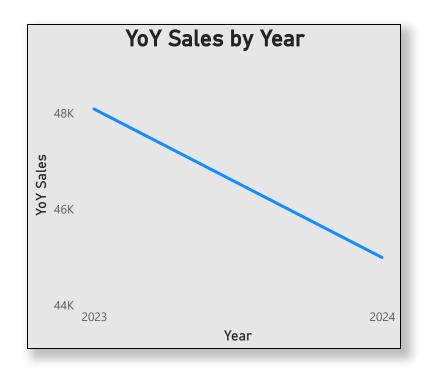


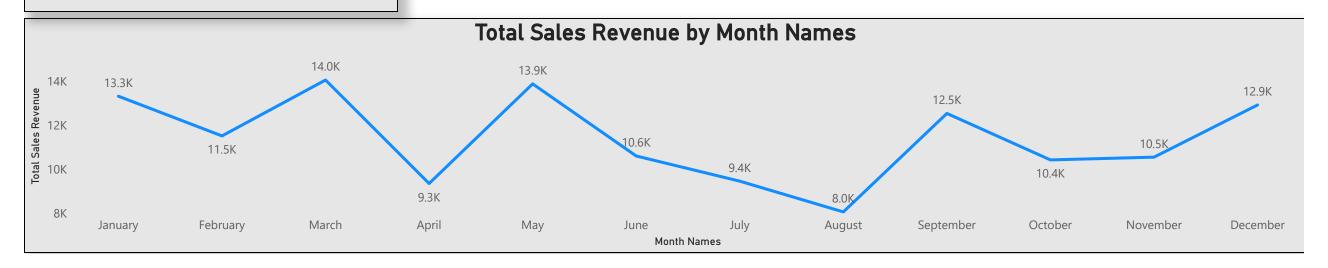


REVENUE TREND

Quarterly Sales Growth						
Month Names	Total Sales Revenue	Quarterly Growth				
January	13,308.00	0.00				
February	11,503.66	0.00				
March	14,044.14	0.00				
April	9,340.41	-0.31				
May	13,869.14	0.03				
June	10,591.41	-0.21				
July	9,447.01	-0.25				
August	8,049.00	-0.37				
September	12,525.57	-0.01				
October	10,413.28	-0.09				
November	10,537.97	-0.08				
December	12,911.07	0.13				
Total	136,540.66	0.00				

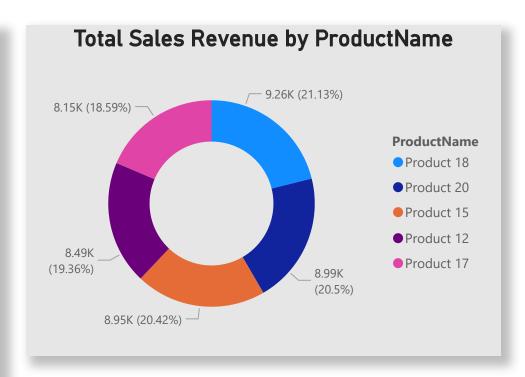


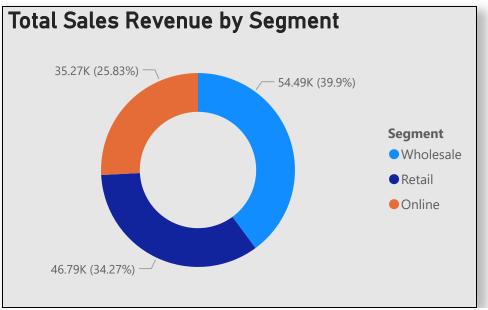




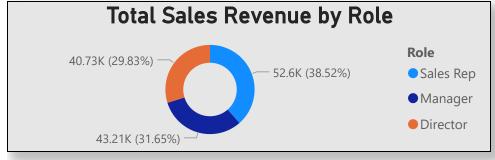
PRODUCT SALES ANALYSIS

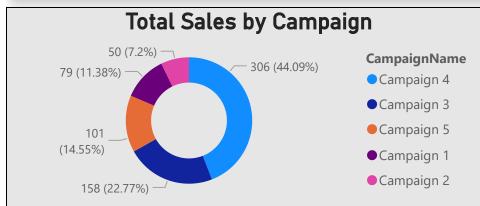
Sales Breakdown by Categories					
Category		Total Sales Revenue ▼	Profit Margin	Rank in Category	
☐ Fashion					
□ Accessories					
Product 4		7,253.73	0.92		
Product 2		6,975.92	0.88		
Product 6		6,660.18	0.93		
□ Clothing					
Product 14		6,838.24	0.87		
Product 1		6,143.71	0.91		
Product 10		3,901.56	0.89		
⊟ Electronics					
Product 12		8,490.11	0.89		
Product 11		6,761.09	0.91		
⊟ Home					
□ Clothing					
Product 15		8,954.03	0.90		
Product 5		7,164.50	0.90		
Product 3		6,220.15	0.92		
□ Accessories					
Product 17		8,149.17	0.90		
Product 7		6,726.68	0.92		
Product 9		4,077.03	0.90		
□ Electronics					
Product 8		6,145.03	0.91		
☐ Gadgets					
☐ Clothing					
Product 20		8,987.98	0.92		
Product 13		7,270.00	0.92		
Product 16		6,703.74	0.90		
⊟ Electronics					

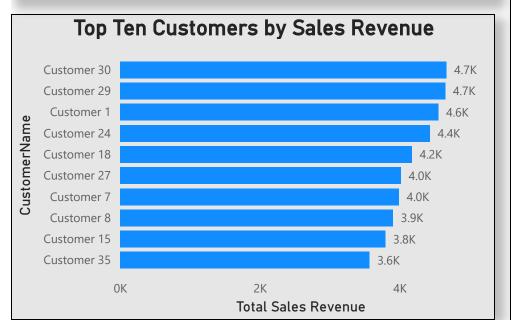


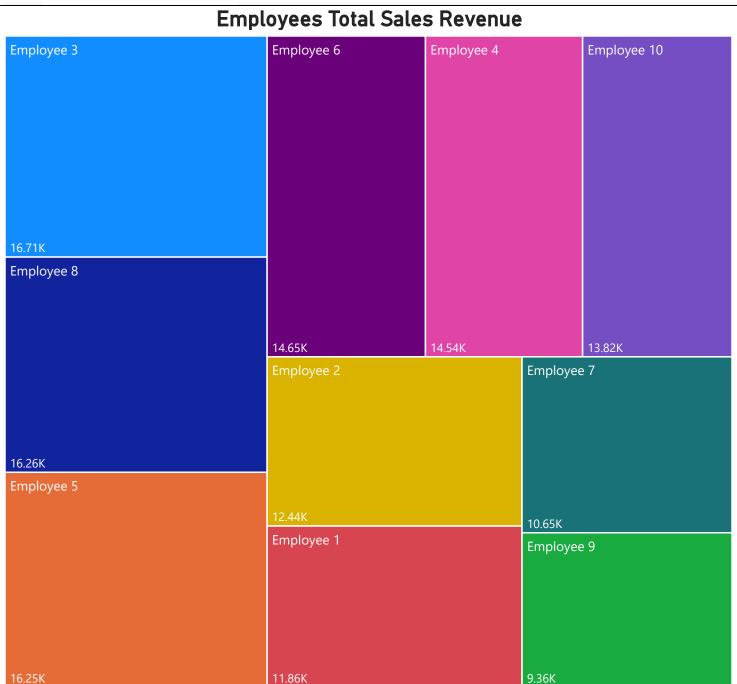


TOP CONTRIBUTORS









OBSERVATIONS FROM ANALYSIS

1. Overall Sales Performance:

The company generated a total sales revenue of \$136.54K with an average sales amount of \$273.08 per transaction. This indicates moderate sales performance but suggests potential for growth with strategic initiatives.

2. Sales by Region:

The **South** region leads in total sales, followed closely by **West** and **East**. However, the **North** region underperforms compared to others. The significant regional variance suggests a need to investigate and address regional challenges, such as market demand or competition.

3. Product Performance:

Product 18 is the best-selling product, contributing over 21% of total sales revenue. Other products also perform well, indicating customer preference and strong demand. However, lower-performing products need strategic promotions or product reviews.

4. Monthly Sales Trends:

Sales peak in **March** and **May** but drop significantly in **April**. This fluctuation could be due to seasonal factors or marketing campaigns. The company should investigate causes and align marketing efforts to maintain consistent sales.

5. Sales by Employee Performance:

Top-performing employees significantly contribute to revenue, suggesting effective sales strategies or customer engagement. Lower performers may require additional training, mentoring, or support to improve their productivity.

6. Sales Variance by Region:

• All regions show a **negative variance**:

The negative variance across all regions is a concerning trend, highlighting a decrease in sales performance. This could be due to increased competition, reduced demand, or operational inefficiencies.

7. Yearly Sales Growth:

The company experienced negative YoY sales growth for two consecutive years, indicating a decline in revenue. Although the decline was smaller in 2024, proactive measures are required to reverse this trend.

8. Sales by Customer Segment:

Wholesale dominates total sales, while the online segment lags behind. With the growing trend of online shopping, this segment shows potential for growth through digital marketing and enhanced online customer experience.

9. Product Category Performance and Profit Margin:

Electronics lead in both sales and profit margin, highlighting them as key revenue drivers. Conversely, **Clothing** shows relatively lower profitability, suggesting the need for cost optimization or premium pricing strategies.

10. Quarterly Sales Growth Analysis:

Quarterly sales growth fluctuates, with notable declines in Q2 and Q3. This volatility requires strategic adjustments, such as targeted promotions or product launches, to stabilize growth.

11. Top Ten Customers by Sales Revenue:

This indicates a heavy reliance on key customers, highlighting the need to diversify the customer base to reduce dependency and risk.

12. Sales by Role:

Sales Reps are the primary revenue drivers, while Directors contribute the least, possibly due to a focus on strategic rather than direct sales activities.

RECOMMENDATIONS FROM ANALYSIS

Regional Sales Strategy:

- Investigate underperformance in the **North** region and implement tailored marketing strategies to boost sales.
- Leverage successful strategies from the **South** region for replication.

Product Portfolio Optimization:

- Promote high-performing products (e.g., Product 18) through cross-selling and bundling strategies.
- Review low-performing products and consider repositioning, discounts, or discontinuation.

Seasonal and Monthly Promotions:

- · Address the sales decline in **April** and **August** with targeted promotional campaigns or new product launches.
- · Leverage peak sales months with upselling and loyalty programs.

Employee Performance Improvement:

- Implement performance incentives and training programs for low-performing employees.
- Encourage knowledge sharing from top performers to enhance team productivity.

Profit Margin Enhancement:

- Optimize costs in the **Clothing** category to improve profit margins.
- · Consider strategic pricing for high-demand products.

Customer Diversification and Retention:

- Reduce dependency on top customers by expanding the customer base.
- Implement loyalty programs to retain high-value customers.

Digital Transformation for Online Sales:

- Invest in digital marketing strategies to grow the **Online Segment**.
- Enhance the user experience on e-commerce platforms for better conversion rates.

Campaign Optimization:

- · Analyze Campaign 4's success to replicate its strategies in future campaigns.
- Re-evaluate and optimize Campaign 2's targeting and messaging.

Growth Strategy and Revenue Diversification:

- Develop new revenue streams or product lines to stabilize and grow overall revenue.
- · Collaborate with strategic partners to expand market reach.