

## TechCorner Sales Report (2024-2025)

### 1. Overview

This report provides insights into the sales performance of TechCorner from 2024 to 2025, using data visualization from the Power BI dashboard.

### 2. Key Sales Metrics

- **Total Sales (2024-2025):** \$225 Million
- **Highest Sales Location:** Outside Rangamati (\$76M)
- **Sales via Facebook Marketing:** 52%
- **Projected Sales for 2025:** \$60 Million (Projected)

### 3. Yearly Sales Trend

The total sales trend over the years shows a peak in 2024 with \$165M in revenue and a decline in 2025 with projected sales of \$60M. Further analysis is needed to determine the cause of this drop.

### 4. Monthly Sales Distribution

The highest sales were observed in January and December, each surpassing **\$8M**, while the lowest sales were recorded in May (\$2.5M).

### 5. Sales by Mobile Models

Top-selling mobile models:

- **iPhone 15** – \$6M
- **Galaxy S22 Ultra** – \$5.5M
- **Pixel 8 Pro** – \$4.8M

### 6. Sales by Customer Location

- **Inside Rangamati:** \$75M (33.5%)
- **Outside Rangamati:** \$76M (34.06%)
- **Rangamati Region:** \$72M (32.42%)

## **7. Insights & Recommendations**

- **Investigate the sales drop in 2025** and implement strategies to improve it.
- **Strengthen Facebook marketing** since it contributes significantly to sales.
- **Optimize product availability** for high-demand months (January & December).

## **8. Conclusion**

The report highlights key sales insights and trends from 2024-2025. Optimizing marketing strategies and addressing sales decline in 2025 can help in future growth.