SALES ANALYSIS REPORT

⬜ Objective:

To analyze and evaluate the performance of sales across different regions, states, and customers using KPIs such as revenue, profit, and profit margins. The aim is to identify top-performing segments and areas for improvement to enhance strategic decision-making.

📌 Key Performance Indicators (KPIs):

KPI	Value
Total Revenue	$1.2 Billion
Total Profit	$461.8 Million
Profit Margin	37.36%
Total Orders	64,000
Revenue per Order	$19.3K

☑ Findings:

1. **Monthly Trends:**

   o Revenue and profit show seasonal peaks and dips. High revenue months include **March**, **July**, and **November**, indicating possible promotional or market cycle impacts.

2. **Regional Insights:**

   o **West Region** contributes the most with **$372.1M** revenue and the highest **profit margin of 37.5%**.

   o All regions have a relatively balanced profit margin (~37%).

3. **State-wise Performance:**

- **California** leads with **$228.8M**, contributing **19.5%** of total revenue.

- Other top performers: **Illinois**, **Florida**, **Texas**, and **New York**.

4. **Customer Insights:**

- **Top Customers by Revenue**: Aibox Company, State Ltd, Pixoboo Corp, Organon Corp, Realbuzz Ltd (All generating ~$11M–$13M).

- **Top Customers by Profit Margin**: Neutrogena Ltd (44.78%), Avamba Company, Skyvu Group, etc.

5. **Order Value Analysis:**

- A wide spectrum of order values suggests a mix of small and large-scale customers.

- Most orders fall under the **$0–$500K** range.

6. **Pricing and Margins:**

- Higher unit prices generally align with better profit margins, pointing towards premium products yielding better returns.

 Conclusions:

- **West and California** are the most profitable geographic segments.

- The company maintains a strong overall **profit margin of 37.36%**, showing efficient operations.

- Loyal, high-margin customers like **Neutrogena Ltd** should be prioritized.

- Seasonality impacts sales significantly, suggesting scope for timed marketing efforts.

 Suggestions:

1. **Enhance focus on the West Region & California** with targeted promotions and increased stock availability.

2. **Analyze low-performing states/customers** to identify reasons for underperformance.

3. **Leverage high-margin products and customers** to increase profitability further.

4. **Plan campaigns around seasonal highs** to maximize revenue during peak months.

5. **Segment marketing by order value** to upsell mid-tier customers into higher spending brackets.