# Sales Performance Insights Report

## 1. Overall Summary

The dataset contains 1,329 sales transactions recorded between April and September 2025. The average number of units sold per transaction is approximately 5.6, with an average total revenue of USD 1,353. The top-performing sales representative is Frank, with total revenue of approximately USD 341,635.

## 2. Regional Performance

|  |  |  |
| --- | --- | --- |
| Region | Total Revenue (USD) | Insight |
| South | 485,435 | Best-performing region — accounts for ~26% of total revenue. |
| North | 450,600 | Close second, strong performance in electronics. |
| East | 435,845 | Moderate sales, good product diversity. |
| West | 426,900 | Slightly lagging, potential to improve. |

## 3. Category Insights

|  |  |  |
| --- | --- | --- |
| Category | Total Revenue (USD) | Contribution |
| Electronics | 970,400 | 53.9% |
| Furniture | 421,130 | 23.4% |
| Appliances | 407,250 | 22.6% |

## 4. Top 10 Products

|  |  |  |
| --- | --- | --- |
| Rank | Product | Total Revenue (USD) |
| 1 | Laptop | 551,600 |
| 2 | Smartphone | 380,000 |
| 3 | Office Desk | 232,400 |
| 4 | Desk Chair | 158,400 |
| 5 | Air Fryer | 141,120 |
| 6 | Microwave | 109,200 |
| 7 | Coffee Maker | 96,000 |
| 8 | Blender | 60,930 |
| 9 | Headphones | 38,800 |
| 10 | LED Lamp | 30,330 |

## 5. Monthly Sales Trend

Sep: USD 333,200

Jul: USD 313,930

Apr: USD 306,815

Aug: USD 295,650

May: USD 276,725

Jun: USD 272,460

## 6. Top Sales Representatives

|  |  |  |
| --- | --- | --- |
| Rank | Sales Rep | Total Revenue (USD) |
| 1 | Frank | 341,635 |
| 2 | Carol | 317,845 |
| 3 | Ben | 316,685 |
| 4 | David | 293,660 |
| 5 | Ella | 284,005 |
| 6 | Alice | 244,950 |

## 7. Actionable Insights

• Scale high-performing regions (South & North) by allocating more marketing and stock resources.

• Promote top products (Laptops, Smartphones) with bundled offers to increase average order value.

• Target weaker months (May–June) with discounts or seasonal campaigns.

• Train sales reps using top performers’ strategies (Frank & Carol).

• Diversify product mix — expand the Electronics category due to strong performance.