



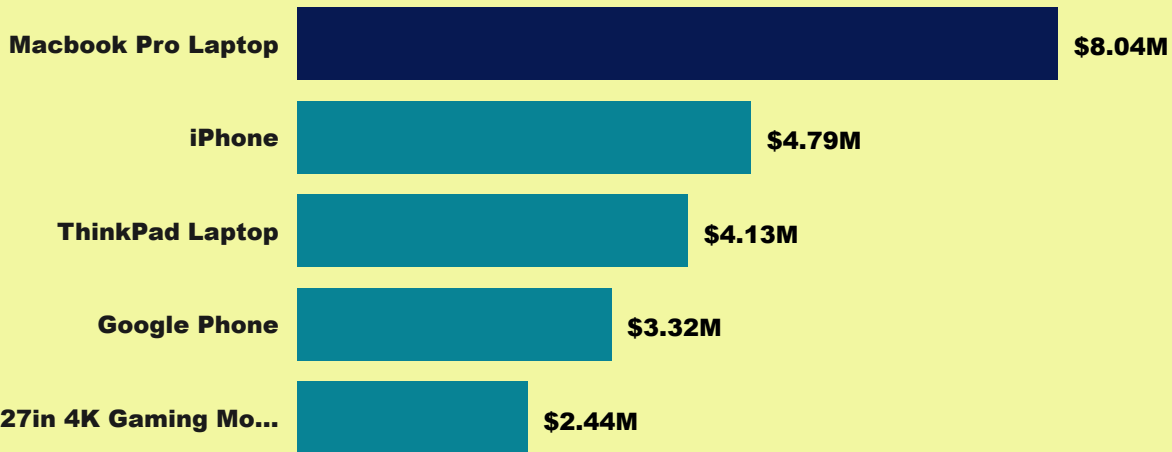
# SALES REPORT DASHBOARD

City 

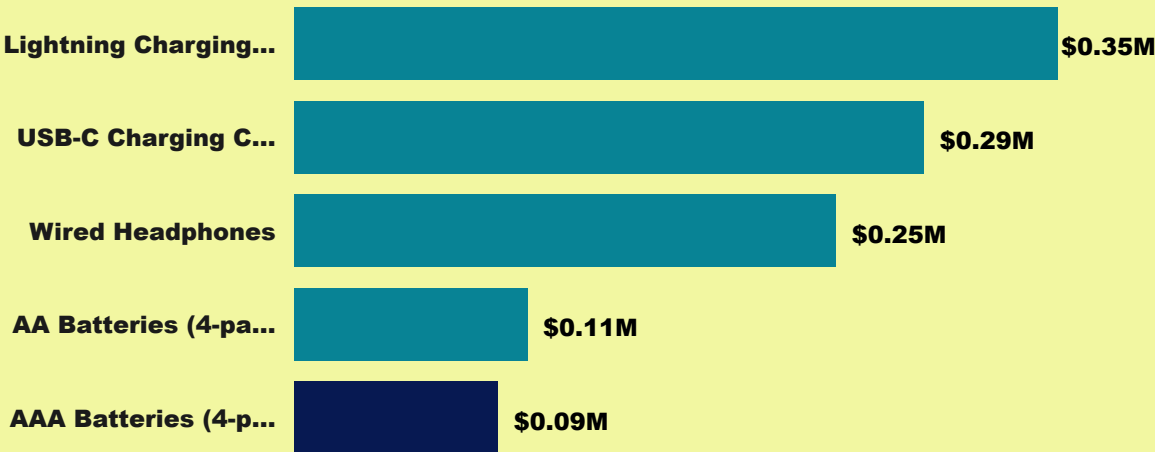
All 

Total Quantity Ordered	Total Sales	Nos of Products	Total Order Made
209K	\$34.49M	19	186K

Top 5 Product by Sales

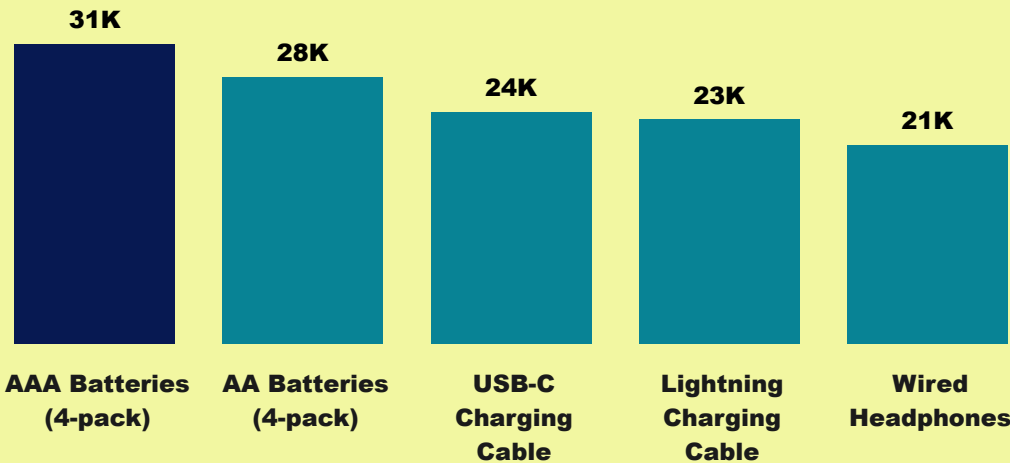


Bottom 5 Products by Sales

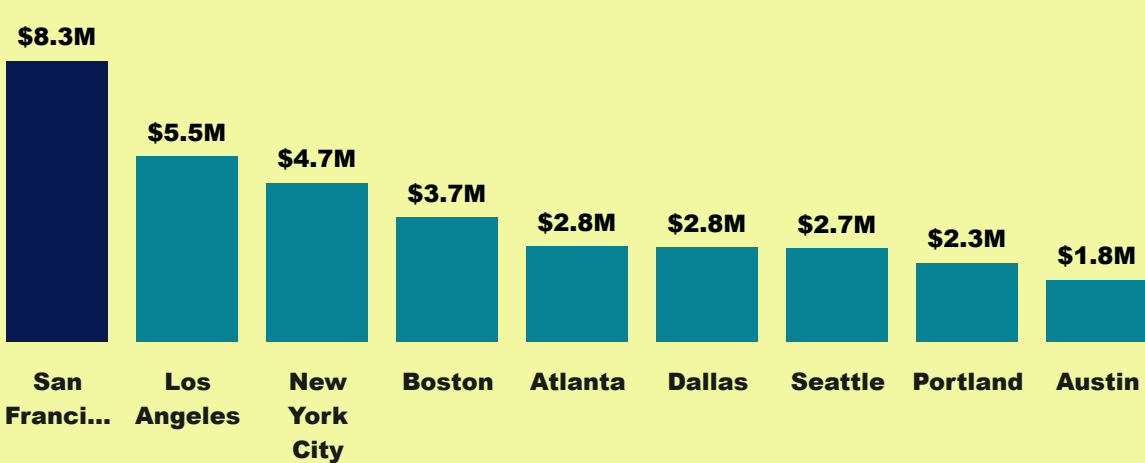


The firm has 19 products in the market, Total of 209k products were sold during the period under review. MacBook Pro laptop is the top-selling product with sales recorded at \$8.0m, rated at 23% of the total revenue, followed by iPhone with 13% of the total revenue amounting to \$4.8m and followed by ThinkPad Laptop, Google Phone and 27in 4k Gaming respectively. The AAA Batteries(4-park) is the product with the least revenue contribution of \$0.09m.

Top 5 Product by Quantity Ordered

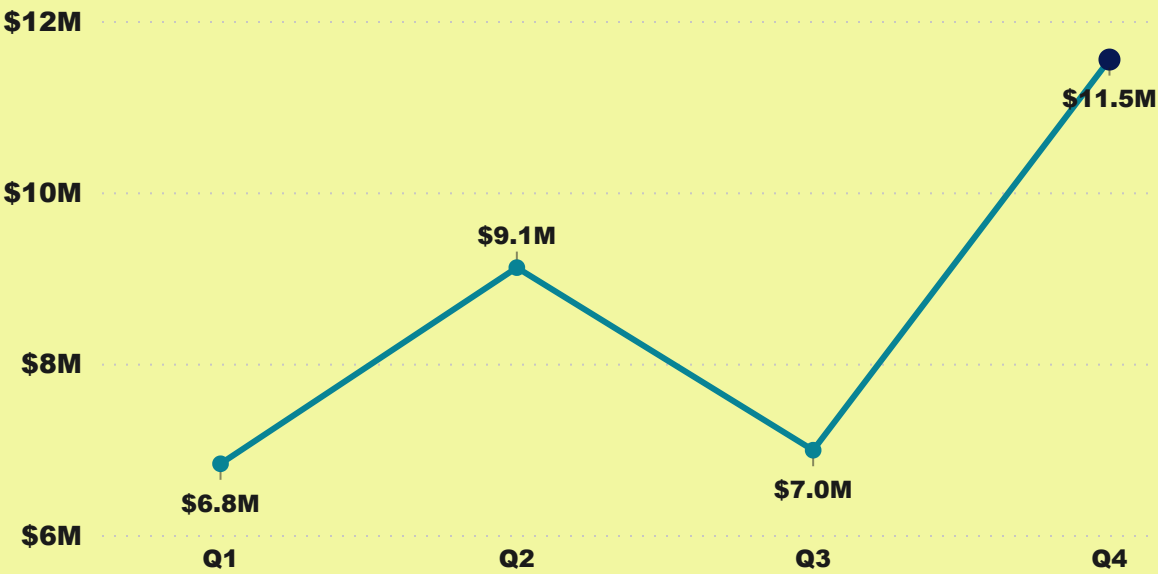


Sales by City

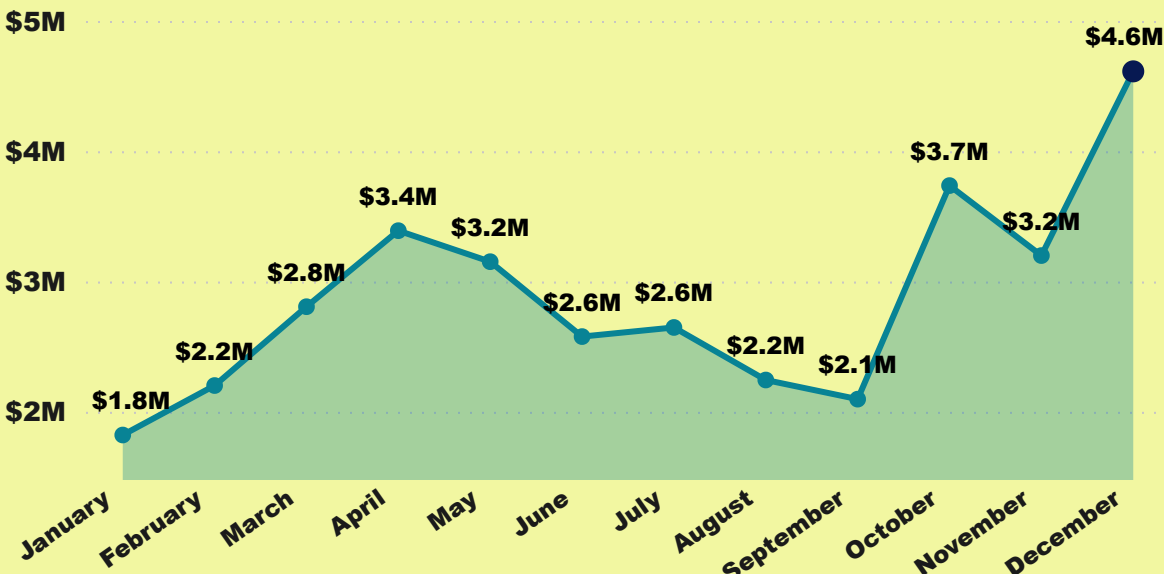


AAA Batteries(4-pack) top the chart with the highest of order numbered at 31k units, followed by A4 Batteries(4-pack) and USB-C Charging Cable with order recorded at 28k and 24k respectively. Despite AAA batteries(4-pack) have the highest order, it has the lowest contribution of revenue. A total of 9 cities were recorded in this report, San Francisco emerged as the top-selling city, generating a total of \$8.3 million in revenue, amounting to 24% of the total revenue. Los Angeles follows with \$5.5 million in sales. Austin has the lowest sales at \$1.8million.

Quaterly Sales Trend



Monthly Sales Trend



The year was divided into Quarters, Quarter 4 marked as the highest with the most sales of \$11.5 million while the first three months (January, February and March) forming Quarter 1 has the least sales of \$6.8million. December has the highest sales among the month with \$4.6million followed by October and November respectively. its worth knowing that January has the lowest sales in the year with \$2.1million.

## RECOMMENDATIONS

- 1.Considering the performance of Macbook Pro Laptop on the market level and it high contribution in revenue, also with the fact that its being followed by iphone, a product from the same firm Apple, the company should consider introducing complementary products or other accessories from Apple that can be bundled with Macbook Pro Laptop and iphone, to further increase sales.
- 2.The company should also look at the reason why AAA Batteries(4-pack) despite having the highest number of orders, still has the lowest revenue among the products.
- 3.The company should evaluate their marketing strategies in cities like Austin which have low sales and also continue to build on its market presence in San Francisco.
- 4.Ensure the availability of all product during the Quarter 4 of the year as those period generate more income compare to other Quarter of the year, Well planned and better sales awareness at the 1st Quarter of the year encourage people to buy more.
- 5.Similarly with December being rated first as the month with the most sales, introducing promotions and special deal to encourage customer activities should also be consider.