

# Sales Performance Summary – 2023 vs 2024

Below is a breakdown of key sales insights comparing 2023 and 2024 performance

## Performance per sales channel

From 2023 to 2024, Instagram's share of total revenue decreased by 7 percentage points (28% to 21%) while Website gained 7 points (35% to 42%). Partners maintained stable share at 37%.

Website and "Partners" have the highest average ticket while instagram also lost in its average ticket.

Instagram holds the biggest performance loss while having it's average ticket losing value too. We could focus on our digital presence, more campainings and advertising, connecting more with this market

## Orders per state

North Carolina, California and New York continue to lead the ranking with the highest number of orders in both years.

We haven't expanded to other states despite the drop in revenue from 2023 to 2024(~\$60K). While North Carolina, California and New York leads the ranking with ~70% of the sales, we could expand our market on Georgia, Texas and Illinois as, Georgia for example has an ticket 35% higher than average with more advertising and a targeted campaing with local influencers and then track conversion.

## Category and Products

Premium categories grew despite overall 14% revenue decline:

Category	Change
Crib	+7.2%
Rug	+10.1%
Wallpaper	-17.9%
Accessories	-14.9%

No new trend or new product category emerged. Crib and Rug account for 45% of total revenue, although Wallpaper leads in volume. Premium products such as 'Sol Crib' (average ticket: R\$850) are in growing demand. We could create bundles of products(like crib+rugs) and maybe explore new categories like children's furnitures

## Missing data

- 3.2% of orders (6 orders) have sales\_channel = "Unknown" which amounts to \$ 2,580.38 (1.8% of total revenue)