

Sales Performance Analysis Report (2019–2024)

Executive Summary

This report presents a comprehensive sales performance analysis for the period 2019–2024. It evaluates revenue growth, profitability, and return behavior, performance across categories, and regions.

Key KPIs Overview

- Total Revenue: \$17.839M
- Total Cost: \$12.491M
- Total Orders: 7000
- Total Profit: \$ 5.349M
- Total Quantity: 45,315 Units
- Total Return Orders: 1,751
- Total Returned Quantity: 11,175 Units
- Transaction Impact Rate: 3.86%
- Unit Return Rate: 24.66%

Profitability Analysis (The "Profit Gap")

- While Total Profit is **\$5.349M**, the current **Profit Margin of 29.98%** is currently **2.02% below** the corporate target of **32%**.
- Office Supplies and Furniture are the strongest categories, both maintaining profit margins above 30%.
- This gap indicates that operational inefficiencies—primarily driven by returns—are preventing the company from converting revenue growth into target-level profitability.

Return Behavior

- The unit return rate of 24.66% exceeds the target return rate of 22% by 2.66 percentage points, contributing directly to the profit margin shortfall.

Growth Trends

- Despite year-to-year volatility, the overall revenue trend remains positive, resulting in a cumulative YoY growth of 20.30%.

Analyst Recommendation

- **Office Supplies** is our most valuable category, leading in both revenue (\$6.07M) and profit margin (30.07%). However, its high return rate of 25.66% is the primary reason the company is missing its overall return target of 22%. If we can reduce returns in this specific category, it would significantly boost our already strong total profit of \$5.349M.
- Targeted return reduction initiatives such as supplier quality checks, product description improvements, or return policy adjustments should be prioritized for Office Supplies.