

# Sales Performance Analysis Report (2021–2024)

## Executive Summary

This report presents a comprehensive sales performance analysis for the period 2021–2024. It evaluates revenue growth, profitability, return behavior, discount impact, delivery efficiency, and performance across categories, regions, and sales channels.

## Key KPIs Overview

- Total Sales: \$55.62M
- Total Profit: \$9.67M
- Profit Margin: 17.38%
- Total Orders: 2,500
- Total Quantity Sold: 64K Units
- Return Rate: 48.36%
- Avg Delivery Days: 7.36
- Avg Discount: 14.81%

## Growth Analysis

Total Sales grew by 34.22% YoY, while Total Profit increased by 34.18%, indicating strong scalability. Month-over-Month sales growth of 1.93% reflects stable short-term momentum.

## Time Series Insights

Monthly sales show recurring seasonality with peaks above \$1.6M and troughs near \$0.8M. Despite volatility, long-term trends remain positive.

## Category Performance

Accessories lead in profitability (17.80%) with moderate return rates. Computers show the highest return rate (49.51%), signaling quality or expectation gaps.

## Regional & Channel Insights

Europe experiences the highest return rate, while North America performs more efficiently. Reseller channels deliver strong margins but require tighter return controls.

## Recommendations

- Address high-return categories and regions.
- Optimize discounting strategy.
- Strengthen profitable channels.
- Plan inventory around seasonality.
- Enhance post-sale experience.