

**ELEVATE YOUR DIGITAL EXPERIENCE**

TechElectro Shop



**Report Title:** TechElectro Shop’s Sales and Financial Performance: A Six-Month Analysis.

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# 1. Executive Summary

This report presents an in-depth analysis of the sales-related financial performance of a TechElectro Shop over a six-month period. The report examines key metrics such as region-wise, month-wise, product-wise, and sales representative-wise sales performance. This data provides insights into the shop's sales dynamics and areas for improvement.

# **2. Total Sales Overview**

During the six-month period, the TechElectro Shop achieved a total sales revenue of BDT 28670000. The breakdown of sales performance by region, month, product, and sales representative is detailed below to identify patterns and key contributors to overall performance.

## **2.1 Region-wise Total Sales Performance**

The TechElectro operates in six key regions. Each region's total sales performance over six months is summarized below:

|  |  |
| --- | --- |
| **Region** | **Region Wise Sale(BDT)** |
| Barishal | 5010000 |
| Chittagong | 4340000 |
| Dhaka | 5850000 |
| Khulna | 4110000 |
| Rajshahi | 4760000 |
| Sylhet | 4600000 |
| **Grand Total** | **28670000** |

### 2.1.1 Key Insight:

* The **Dhaka** region contributed the highest sales, driven by the presence of high-traffic stores and effective local marketing campaigns.
* The **Khulna** region showed consistent performance but had lower sales growth compared to other regions, potentially due to market saturation.
* The **Barishal** region experienced the most significant growth during promotional months, particularly during back-to-school and holiday seasons.
* The **Rajshahi** region underperformed compared to other regions, with room for improvement through targeted sales campaigns or market expansion.

## **2.2 Month-wise Sales Performance**

The month-wise sales performance is shown below, revealing trends in consumer purchasing behavior over time:

|  |  |
| --- | --- |
| **Month** | **Month Wise Sale(BDT)** |
| January | 6970000 |
| February | 5210000 |
| March | 3460000 |
| April | 3030000 |
| May | 3750000 |
| June | 6250000 |
| **Grand Total** | **28670000** |

### **2.2.1 Key Insights:**

* **January** saw the highest sales due to promotional campaigns (e.g., seasonal discounts) and a focus on higher-margin products.
* **April** experienced a dip in sales, likely due to post-promotional slowdowns and lower foot traffic.
* Sales recovered in **June**, attributed to holiday shopping and increased marketing activities during peak buying periods.

## **2.3 Product-wise Sales Performance**

The product-wise breakdown offers insights into which categories performed best during the six-month period. Below is a summary of sales by product category:

|  |  |
| --- | --- |
| **Product** | **Product-wise Sale(BDT)** |
| Desktop | 6950000 |
| Laptop | 12250000 |
| Smartphone | 6150000 |
| Tablet | 3320000 |
| **Grand Total** | **28670000** |

### **2.3.1 Key Insights:**

* **Laptop** was the top-selling category, contributing 42.73% of total sales. This is attributed to strong customer demand for these products and effective marketing strategies.
* **Tablet** showed consistent sales but represented a smaller portion of total revenue, with potential to expand through better positioning or bundling with popular products.
* **Smartphone** saw seasonal fluctuations, with the highest sales occurring during holiday promotions.
* **Desktop** underperformed relative to expectations, signaling the need for a review of product pricing, promotion strategies, or discontinuation.

## **2.4 Sales Representative-wise Performance**

Sales representative performance is crucial in understanding individual contributions to the retailer's success. Below is the sales breakdown by the top five sales representatives:

|  |  |
| --- | --- |
| Sales representative | Total Sale(BDT) |
| Asraful Alam | 2340000 |
| Ahona Islam | 80000 |
| Eva Karim | 3980000 |
| Faysal Ahmed | 1450000 |
| Md Mehedi | 350000 |
| Pervez Hasan | 250000 |
| Rezaul Karim | 4380000 |
| Robiul Islam | 5280000 |
| Tasnim Nishat | 6690000 |
| Farhan Islam | 3870000 |
| Grand Total | 28670000 |

### **2.4.1 Key Insights:**

* **Tasnim Nishat** was the top performer, contributing 23.33% of total sales. They demonstrated strong customer relationship management and an ability to upsell higher-margin products.
* **Rezaul Karim** and **Eva Karim** maintained consistent performance, though their results were impacted by regional market conditions.
* **Robiul Islam** saw a notable increase in sales during Months 3 and 5, likely due to aggressive prospecting and closing larger deals.
* **Ahona Islam** had lower sales, reflecting potential challenges in their assigned territory or need for additional training or support.

# **3. Recommendations**

Based on the analysis, the following actions are recommended to further improve sales and financial performance:

1. **Regional Strategy:** Strengthen focus on the underperforming **Khulna** region by identifying untapped market potential, investing in local promotions, and enhancing customer engagement initiatives.
2. **Product Diversification:** Review underperforming products in **Tablet** and assess potential for discontinuation or repositioning. Explore expansion of **Laptop** with complementary products to maintain momentum.
3. **Sales Representative Training:** Provide additional support and training for **Ahona Islam** to improve their sales technique and performance. Continue incentivizing top performers, such as **Tasnim Nishat**, to maintain high levels of productivity.
4. **Seasonal Promotions:** Leverage insights from **January** and **February** promotions by replicating successful strategies during slower months. Consider offering bundled deals and loyalty rewards to boost sales during off-peak periods.

# **4. Conclusion**

The TechElectro Shop sales performance over the six-month period has been generally positive, with notable regional and product-specific strengths. While there are areas for improvement, particularly in underperforming regions and products, the overall financial health is strong. Implementing the recommended strategies will help sustain growth, optimize resource allocation, and enhance profitability going forward.

This report provides a comprehensive view of the TechElectro Shop’s sales performance, with actionable insights into key areas of the business.

# **5. Reference**

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