Annual Sales Analysis Report

Business: LORIPART Auto Spare Parts

Period Covered: January 2, 2024 - December 31, 2024

Prepared On: JULY 21, 2025

1.Summary

This report presents a comprehensive analysis of sales performance for the 2024 calendar year. It highlights total sales figures, revenue distribution by product category, top-performing products and strategic insights for growth.

5 2. Key Sales Metrics

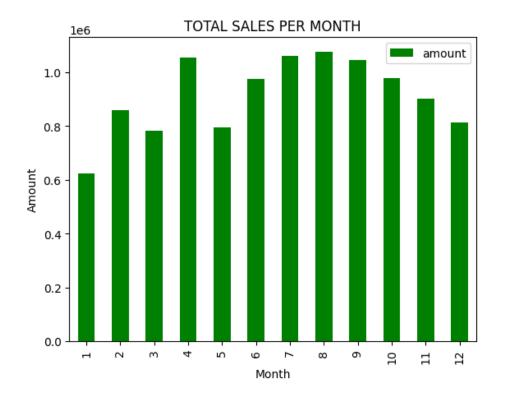
Metric	Value
Total Sales Revenue(year 2024)	KES 10,961,700
Total Units Sold	1990
Average sales(Monthly)	KES 913,475
Highest Sales Month	August 2024 (KES 1,076,000)
Lowest Sales Month	January 2024 (KES 622,600)

3. Monthly Sales Trend

A CONTENT	BRUBNUB
MONTH	REVENUE
JANUARY	Ksh622,600
FEBRUARY	Ksh860,100
MARCH	Ksh780,950
APRIL	Ksh1,054,200
MAY	Ksh795,500
JUNE	Ksh974,300
JULY	Ksh1,059,500
AUGUST	Ksh1,076,000
SEPTEMBER	Ksh1,045,800
OCTOBER	Ksh977,300
NOVEMBER	Ksh901,500
DECEMBER	Ksh831,950

Quarter	Total Revenue (Ksh)	Average/Month
Q1 (Jan–Mar)	Ksh2,263,360	Ksh754,453
Q2 (Apr–Jun)	Ksh2,824,000	Ksh941,333
Q3 (Jul–Sep)	Ksh3,181,300	Ksh1,060,433
Q4 (Oct–Dec)	Ksh2,692,750	Ksh897,583

- **Q3 was the strongest quarter**, largely driven by consistent high sales within the quarter.
- Sales **steadily increased from Q1 to Q3**, then slightly dipped but remained strong in Q4



- This is a bar plot showing the monthly sales trend throughout the year.
- The x-axis represents the month while the y-axis represents amount sold in millions(1,000,000)
- According to the plot we can clearly see that sales were consistent all year round with the highest sales in **August** and lowest in **January**.

Maximum Sales per Month

MONTH	SPARE PART	AMOUNT
January	Propeller Cxz	KES 21,000
February	Diff Frr	KES 72,000
March	Front axle Fh	KES 74,000
April	Diff Frr, Front axle Frr	KES 75,000
May	Hanger Frr	KES 27,000
June	Diff Cxz	KES 70,000
July	Diff Frr	KES 65,000
August	Diff Cxz	KES 90,000
September	Cage Dqr	KES 50,000
October	Front Axle Fsr	KES 40,000
November	Cage Cxz	KES 29,500
December	Boggy Cxz	KES 70,000

- These are the maximum sales per month with the corresponding products.
- The maximum sales range between (ksh20,000, ksh90,000) with Frr and Cxz taking the upper hand.

♣ 4. Top-Selling Spare Parts by Revenue

Spare Part	Revenue
Springs Cxz	KES 1,201,700
Axle Frr	KES 312,500
Diff Frr	KES 277,000
Springs Txd	KES 261,000
Front Axle Fh	KES 194,000
Front axle Frr	KES 185,000
Spring helper Frr	KES 177,800

- This represents products that generated the highest income.
- Springs in general are the top selling products thus should always be in stock.
- High-margin items like Bearings, Jembe FRR, Jembe Txd and Hanger Txd contributed significantly to revenue despite moderate volumes.

5. Most Frequently Sold Items

Spare Part	Frequency	Revenue
Springs	>553	>KES 4,178,300
Bearings	72	KES 377,100
Jembe Frr	37	KES 98,200
Hanger Txd	36	KES 146,000
Jembe Txd	25	KES 73,900
Axle Frr	23	KES 312,500
Gatembe Fh	32	KES 135,000

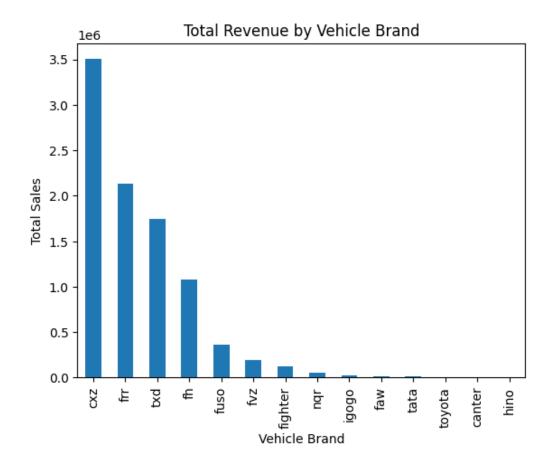
Q Insight:

• These items are fast-moving and should always be well-stocked

\square 6.Best Selling Vehicle Brand

Vehicle Brand	Revenue
CXZ	KES 3,500,500
FRR	KES 2,128,600
TXD	KES 1,743,600
FH	KES 1,078,900
FUSO	KES 367,300
FiGHTER	KES 124,000
NQR	KES 52,200
IGOGO	KES 29,000
FAW	KES 17,000
TATA	KES 12,700
TOYOTA	KES 7,500
CANTER	KES 6,300
HINO	KES 5,000

- This table shows all the vehicle brands and the total amount sold.
- The best-selling brands are **CXZ**, **FRR**, **TXD** and **FH**.
- This gives a clear directive of the vehicle brands that should be well stocked and also the ones that should be stocked in moderate volumes i.e.; **TOYOTA**, **CANTER AND HINO**.



- This plot shows the sales margin of individual vehicle brand from the best to the least.
- The x-axis shows the vehicle brand while y-axis represents total sales (*1,000,000)

7. Recommendations

Inventory Management: Implement predictive restocking for high-frequency items.

Supplier Review: Negotiate better terms (prices) for top-selling parts to improve margins.

Book keeping: Ensure accurate sales records by capturing all the required information i.e. car brand, sales revenue and dates. This enhances accurate sales analysis results.

8. Conclusion

In conclusion, the sales analysis report highlights areas of strength and opportunities for improvement in Loripart Auto Spares Company's sales operations. By leveraging the insights provided in this report, the company can develop targeted strategies to drive revenue growth and achieve its business objectives.