

## Q1 2025 Business Performance Analysis Report

### 1. Executive Summary

This report analyses the sales performance of the business during Q1 2025 (January–March).

The objective is to identify revenue trends, key product drivers, and store-level performance differences to support business decision-making for Q2.

#### Key findings:

- Total revenue for Q1 2025 reached **\$785K**.
  - Revenue peaked in **February** and declined sharply in **March**, indicating unstable growth.
  - **Laptops** were the highest revenue-generating product category (42.11%, \$331K).
  - **Store B** achieved the highest sales volume, while **Store C** recorded the highest average transaction value.
  - The business relied heavily on short-term revenue spikes rather than consistent daily performance.
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### 2. Overall Revenue Trend

Revenue showed significant fluctuations across the quarter:

- **January:** Lowest revenue month with several consecutive low-sales days, indicating weak momentum.
- **February:** Highest revenue month with strong growth but high volatility.
- **March:** Revenue declined substantially compared to February, with only minor recovery mid-month.

This pattern suggests that Q1 growth was driven by temporary surges rather than sustainable performance.

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### 3. Product Performance Analysis

#### 3.1 Revenue Contribution by Category

- **Laptops:** 42.11% of total revenue (\$331K)
- **Phones:** Stable and consistent contributor

- **Accessories:** High sales volume but low revenue contribution due to low unit price

**Key insight:**

Products with the highest sales volume are not necessarily the most profitable.

There was no single product that achieved both high sales volume and high revenue, which indicates dependence on a diversified product mix rather than a flagship product.

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### **3.2 Top-Selling Products**

Top 3 best-selling items by units sold:

1. Galaxy Tab
2. Charger
3. Samsung S23

Among them, Samsung S23 generated significantly higher revenue per unit compared to accessories such as chargers.

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## **4. Store Performance Analysis**

Store performance varied significantly across locations:

### **4.1 Store B – High Volume Store**

- Highest number of units sold
- Strong customer traffic
- Primary contributor to total sales volume

### **4.2 Store C – High Value Store**

- Highest average transaction value
- Strong performance in February
- Sharp decline in March

This indicates that Store C depends heavily on high-value customers, making it more sensitive to market fluctuations.

### **4.3 Store A – Stable Store**

- Moderate revenue and sales volume

- Most resilient during the March downturn
- Showed early signs of recovery

**Summary:**

Store B drives volume, Store C drives value, and Store A provides stability.

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**5. Monthly Momentum Analysis**

- February recorded the strongest growth but also the highest volatility.
- March experienced a significant slowdown following February's peak.
- Daily revenue patterns suggest reliance on short-term peaks rather than steady performance.

This highlights the need for improved consistency in sales operations.

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**6. Business Implications & Recommendations**

- Develop strategies to stabilise revenue across months instead of relying on promotional spikes.
  - Strengthen premium product sales in Store B using Store C's high-value selling approach.
  - Improve product mix by balancing high-volume accessories with high-margin products.
  - Replicate Store A's stability model across other stores.
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**7. Limitations**

- Analysis is based only on Q1 2025 data.
- Customer demographic and behavioural data are not included.
- Marketing campaign and promotion data are unavailable.

Future analysis could be enhanced by incorporating:

- Customer segmentation
- Marketing and promotion data
- Multi-quarter comparisons