

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.

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.

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.

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.

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.

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.

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.

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