

Final Business Summary

Project Title: Electronic Sales Performance Review (2025) Prepared by: Stephanie Hezekiah

Executive Overview: The analysis of 100+ transactions totaling \$302.7M reveals a healthy 20% profit margin across all categories. While the business is stable, there is a significant geographical imbalance in revenue.

Key Findings:

1. **Product Powerhouse:** The Computers category is the primary revenue driver, contributing over \$134M. This suggests high-ticket items are the core of the business.
2. **Regional Dominance:** The West Region is the top performer (\$115M), while the North is lagging significantly (\$39M).
3. **Top Talent:** Sales Representative Peter Obi is responsible for the highest individual sales volume, particularly in the high-value Computer segment.

Strategic Recommendations:

- **Market Expansion:** Launch a targeted marketing campaign in the North Region to replicate the success seen in the West.
- **Inventory Optimization:** Increase stock levels for Computers and Electronics, as these two categories combined make up nearly 65% of all sales.
- **Training:** Have Peter Obi lead a workshop for other reps to share his "high-ticket" sales conversion techniques.