

Sales Data Analysis

Objective

The purpose of this analysis is to uncover what the closed-order data reveals about the **health and sustainability** of the company's recent revenue growth. Specifically, this report explores:

- Where the revenue came from
 - How invoicing and sales evolved over time
 - The sustainability of growth and potential concentration risks
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Trend Analysis

Invoicing and Sales Trends

- The largest spike occurred in **Q2 2024**, with invoiced sales reaching **\$8.3 million**, up **+324% quarter-over-quarter**.
- Following the peak, revenue dropped consistently across subsequent quarters:
 - **Q3 2024**: -13%
 - **Q4 2024**: -12.7%
 - **Q1 2025**: +51% rebound
 - **Q2-Q4 2025**: Sharp declines (-44% to -98%)
- This pattern indicates a **one-time surge**, likely linked to project completions or end-of-quarter pushes, rather than steady, organic growth.

Client Behavior Patterns

- **Client 10009** shows consistent high-volume purchasing, suggesting ongoing operational demand.
- **Client 11088** makes fewer but larger transactions, pointing to capital or project-based sales.
- **Smaller clients** (e.g., 11757, 11310, 10103) may represent growth opportunities if converted into regular buyers.

Client	Total Sales (USD)	Sales Weight	Quantity Sold	Key Insight
10009	\$4.25M	17.43%	87,592	Largest client; drives majority of revenue and volume. Critical to growth but poses dependency risk.
11088	\$2.20M	9.02%	7,044	High-value, low-quantity client. Likely premium or specialized orders.
11757	\$568K	2.33%	5,994	Medium contributor with balanced sales and quantity. Stable account.
11310	\$530K	2.17%	3,030	Single large order suggests project-based engagement.
10103	\$514K	2.17%	2,867	Similar one-time or limited-order pattern.
12491	\$199K	0.81%	2,524	Smaller, recurring orders. Potential growth opportunity.

Recommendations

- **Diversify the customer portfolio:** Target new clients to reduce reliance on top accounts.
 - **Analyze product mix:** Identify high-performing item types and expand focus on consistently profitable categories.
 - **Smooth invoicing cycles:** Encourage steadier order patterns across months to avoid end-of-quarter spikes.
 - **Monitor concentration metrics:** Include a “revenue concentration index” or Pareto analysis in future dashboards for executive visibility.
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Conclusion

The record-breaking quarter was a **short-term success** driven by a **handful of key clients** and **timing effects around invoicing**.

To ensure long-term revenue health, the company must focus on **broadening its client base**, **balancing order timing**, and **sustaining growth across quarters** rather than relying on periodic surges.