**Sales Performance, Customer Behaviour, and Regional Trends Report**

**Period Covered: 2024 – 2025 YTD**

**1. Objective**

This report provides management with actionable insights into **sales performance, customer behaviour, and regional trends**. The goal is to highlight growth opportunities, identify top-performing products and regions, and recommend strategies to improve revenue and customer retention.

**2. Data Preparation & Methodology**

* **Source**: Retail sales data loaded into Power BI.
* **Cleaning Process**:
  + Removed duplicate transactions.
  + Standardized product and region names.
  + Verified customer IDs to prevent double-counting.
  + Ensured date formats aligned for monthly trend analysis.
* **Metrics Defined**:
  + Total Sales (₦206.5K YTD)
  + Total Profit (₦82.6K YTD)
  + Quantity Sold (802 units)
  + Customer Count (142 unique customers)
  + Segment Contribution (High, Medium, Low Value)

**3. Key Findings**

**a) Regional Performance**

* **West Region** leads with **₦56K YTD sales**.
* **North Region** follows closely at **₦53K YTD sales**.
* **East (₦31K)** and **South (₦27K)** underperform, suggesting weaker market penetration.

**b) Product Performance**

* **Top Profit Drivers**: Tablets (₦19.5K), Tables (₦17.3K), Cameras (₦14.1K).
* **Category Insights**: Electronics and Furniture deliver the strongest profit margins compared to Clothing and Groceries.

**c) Customer Behavior**

* **High-Value Customers** generate **79.6% of total sales (~₦164K)**.
* **Medium-Value Customers** contribute 17.9%, while **Low-Value Customers** contribute just 2.6%.
* Dependence on premium customers is high, signaling retention risk if they churn.

**d) Sales Trends**

* **Seasonality**: Sales peak in **December (~₦40K)** and fall in **February (~₦10K)**, indicating holiday-driven demand.
* **Year-on-Year Growth**: Sales grew from **₦158K in 2024 to ₦206.5K in 2025**, a **30% increase**.

**4. Strategic Insights & Recommendations**

1. **Regional Strategy**:
   * Strengthen marketing and supply chains in **West & North regions**.
   * Explore targeted campaigns to grow market share in East and South.
2. **Product Strategy**:
   * Position **Tablets, Tables, and Cameras** as flagship products.
   * Bundle Electronics with Furniture for cross-selling opportunities.
3. **Customer Strategy**:
   * Launch loyalty programs for **High-Value Customers** to sustain retention.
   * Target **Medium-Value Customers** with personalized offers to move them into high-value segments.
4. **Seasonal Strategy**:
   * Leverage **December–January demand peaks** with discounts, holiday bundles, and marketing campaigns.
   * Address low-sales months (Feb–Mar) with promotions to stabilize cash flow.

**5. Conclusion**

The company shows **strong growth momentum**, driven by high-value customers and profitable product lines in Electronics and Furniture. Focusing on **regional strengths, customer loyalty, and seasonal opportunities** will ensure sustained sales growth and profitability.