

SALES REPORT

FOR DTLM RETAIL
JANUARY – MAY 2023

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JULY 30, 2023



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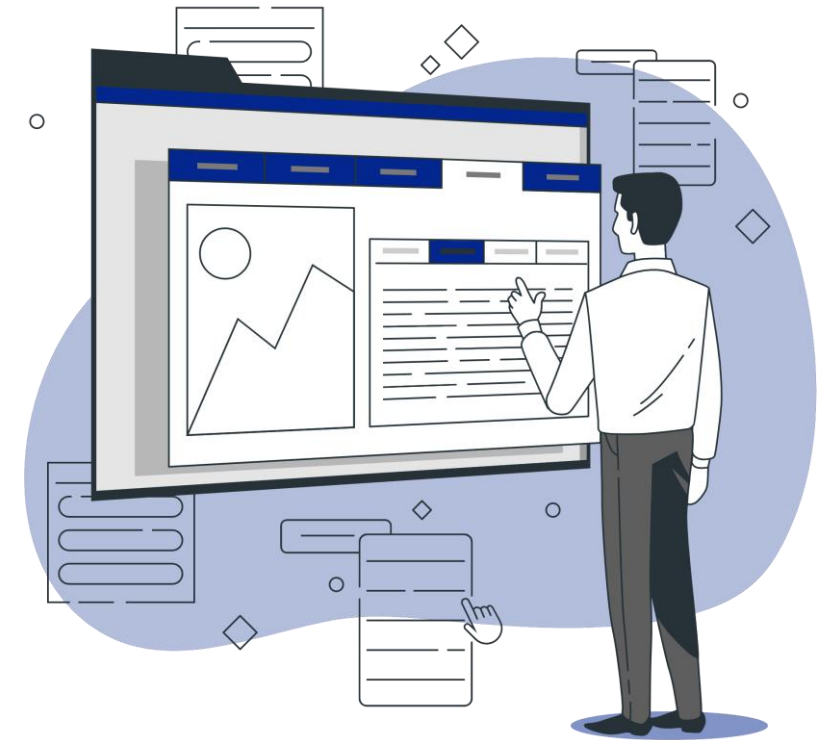
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This report aims to review the company's financial performance from **January to May 2023**. Data was analyzed to obtain revenue and profits, as well as sales performance of products and team members.



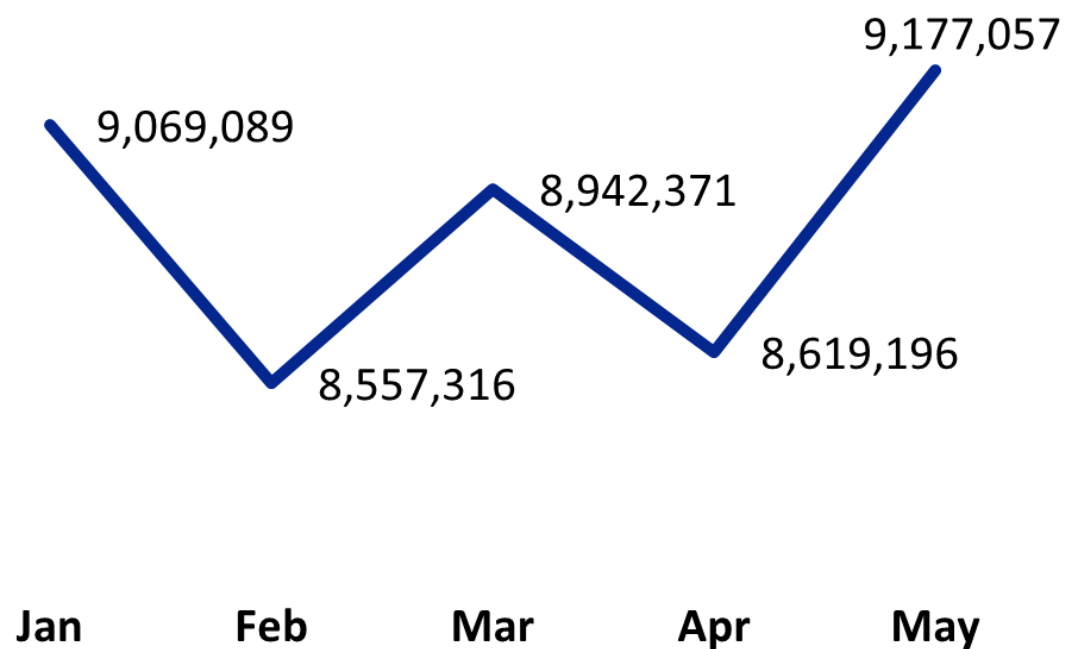
The analysis of this report was achieved using **Microsoft Excel**. Various computations were made to arrive at key business metrics to drive decision making.



Key metrics presented in this report include revenue trend, top 5 products by revenue, and top 10 sales team by revenue.

REVENUE TREND

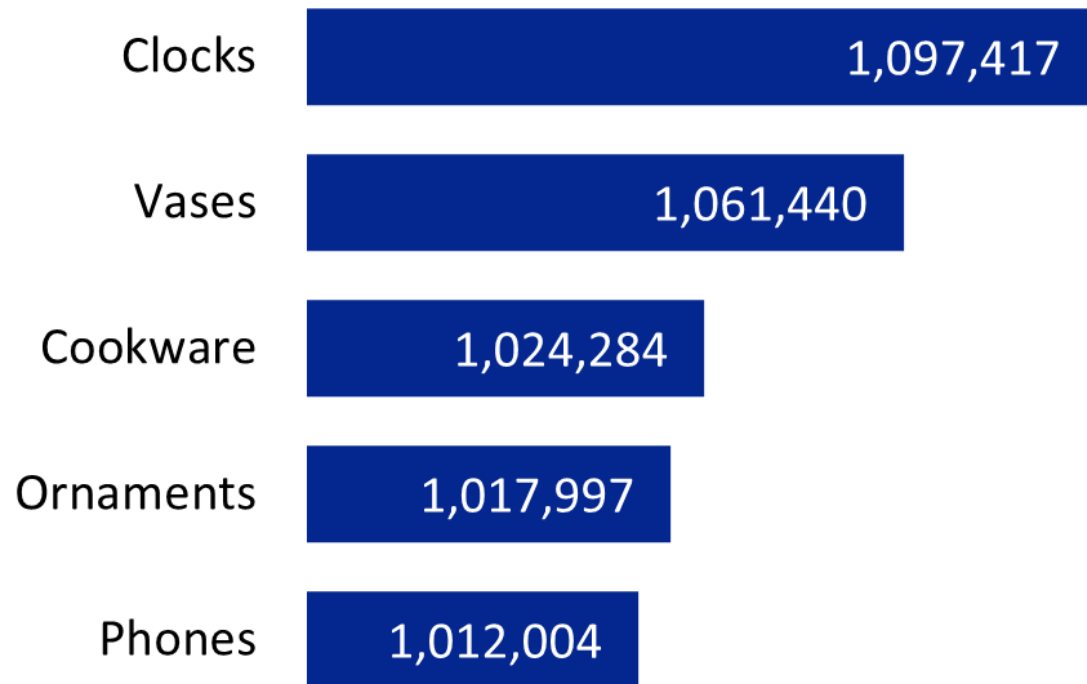
Revenue Trend (USD)



- A total revenue of 44.3 million USD was achieved within the 5-month period.
- February had the lowest revenue of 8.5 million USD, while May the highest revenue of 9.1 million USD.

TOP 5 PRODUCTS BY REVENUE

Top 5 Products by Revenue (USD)



- There were 47 products which were subdivided into 10 categories like Accessories, Beddings, Collections, etc.
- Clocks, Vases, Cookware, Ornaments, and Phones were the top 5 products by revenue amounting to 12% of the total revenue.

TOP 10 SALES TEAM BY REVENUE

Top 10 Sales team by Revenue (USD)

Nicholas Cunningham	1,856,248
Donald Reynolds	1,797,952
Joe Price	1,773,075
Shawn Wallace	1,766,373
Carl Nguyen	1,753,377
Paul Holmes	1,739,917
Adam Hernandez	1,739,701
Shawn Cook	1,733,209
Anthony Berry	1,727,917
Patrick Graham	1,727,111

- Out of 28 persons in the Sales team, these 10 people achieved the highest revenue.
- Total revenue from this top 10 amounts to 17.6 million USD, which is over 40% of the total revenue from all sales.

CONCLUSION

- A total revenue of 44.3 million USD was achieved within the 5-month period.
- There were 47 products which were subdivided into 10 categories like Accessories, Beddings, Collections, etc.



Discounts and Promos could be run on seasons like Valentine, Easter, etc. to get more revenue from sales.



There should be rewards for top performing salespersons to motivate the team.



More marketing campaigns should be carried out on low performing products.

THANK YOU

