

# Small Business Sales Performance Analysis (May - Septmeber 2025)

High-level KPIS and growth trends since launch

## Executive Overview

## Product & Channel Insights

## Daily Performance

3.72M

Total Sales

5

Products Sold

471

Total Quantity Sold

24.82K

Average Order Value

150

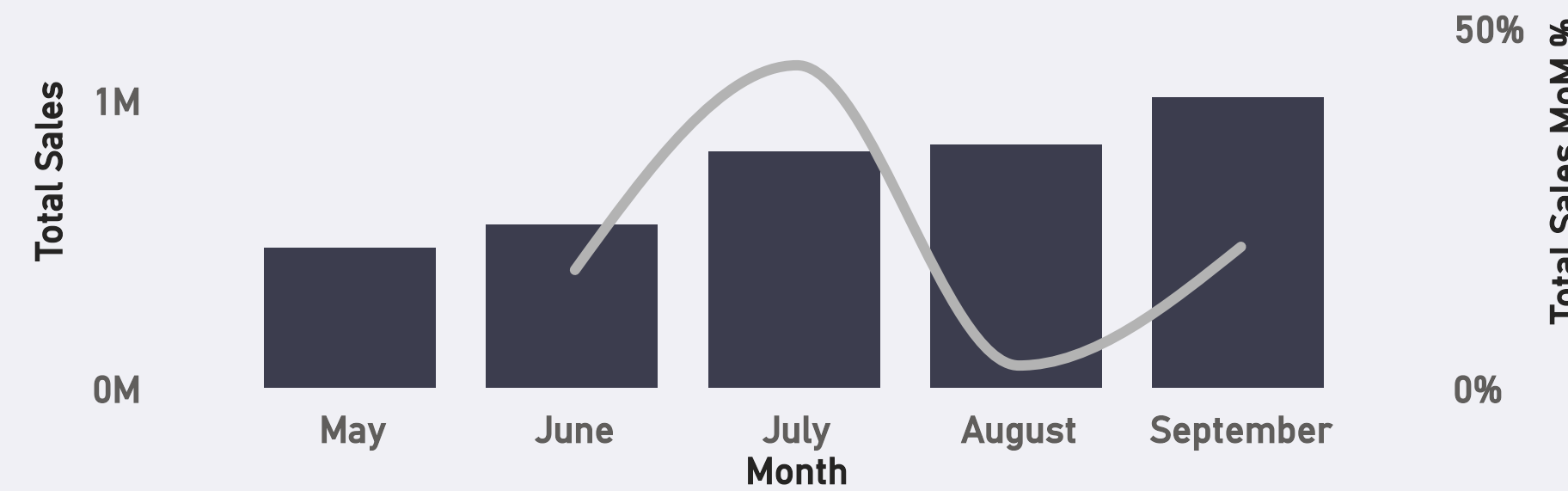
Total Orders

107.4%

Sales Growth Since Launch %

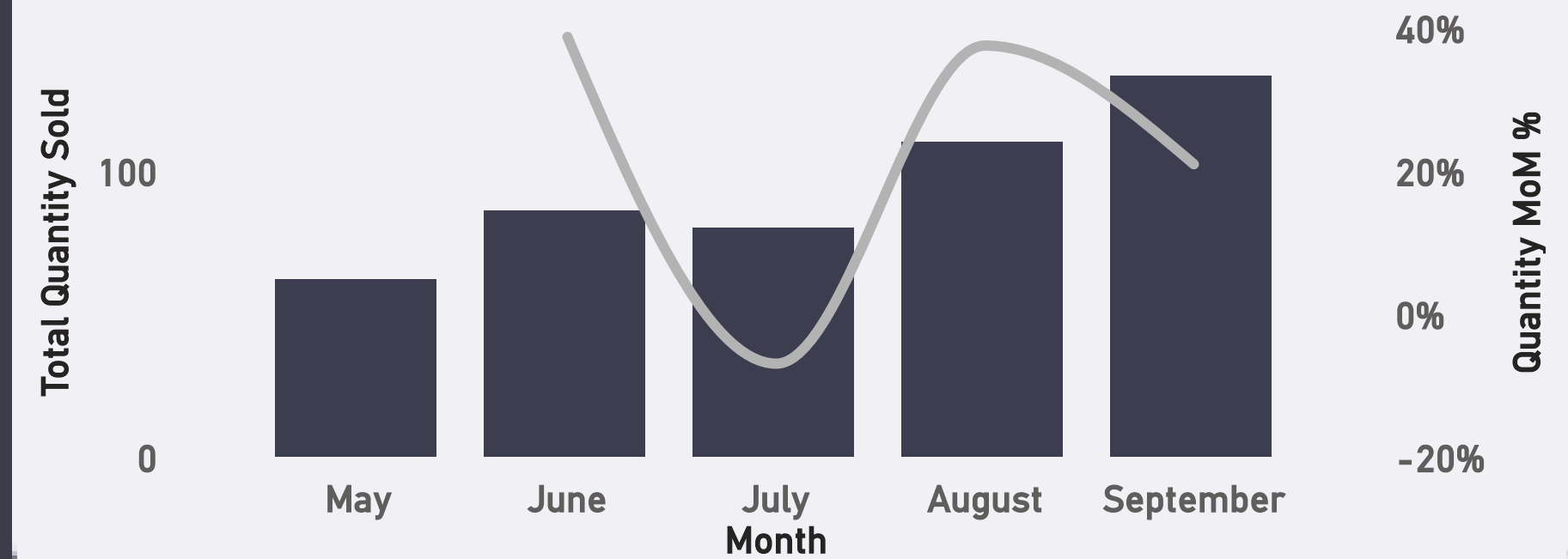
### Total Sales and Total Sales MoM % by Month

● Total Sales ● Total Sales MoM %



### Total Quantity Sold and Quantity MoM % by Month

● Total Quantity Sold ● Quantity MoM %



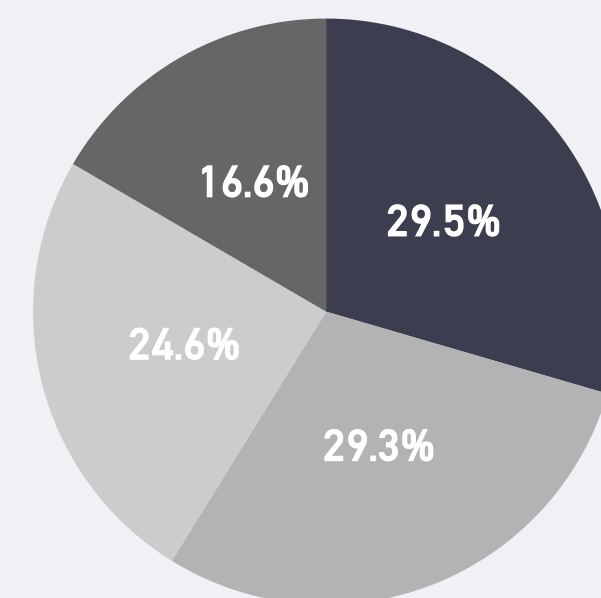
September

Best Month

### Total Sales by Payment Method

Month

All



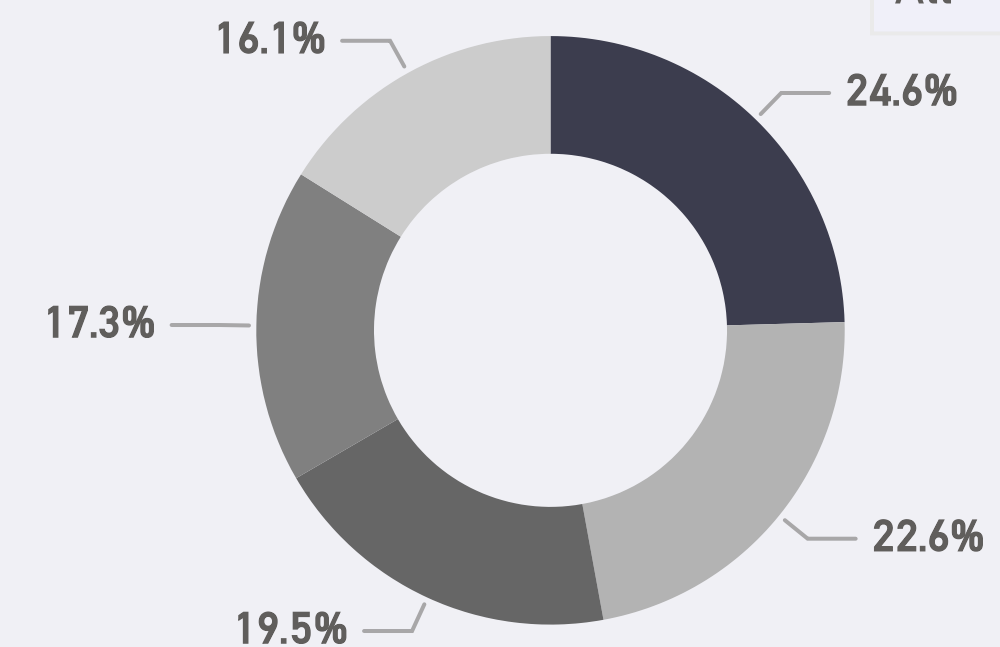
Payment Method

- Cash
- Mobile Payment
- Card
- Bank Transfer

### Total Sales by Sales Channel

Month

All



Sales Channel

- Website
- WhatsApp
- In-person
- Instagram
- Facebook

Refurbished Chair

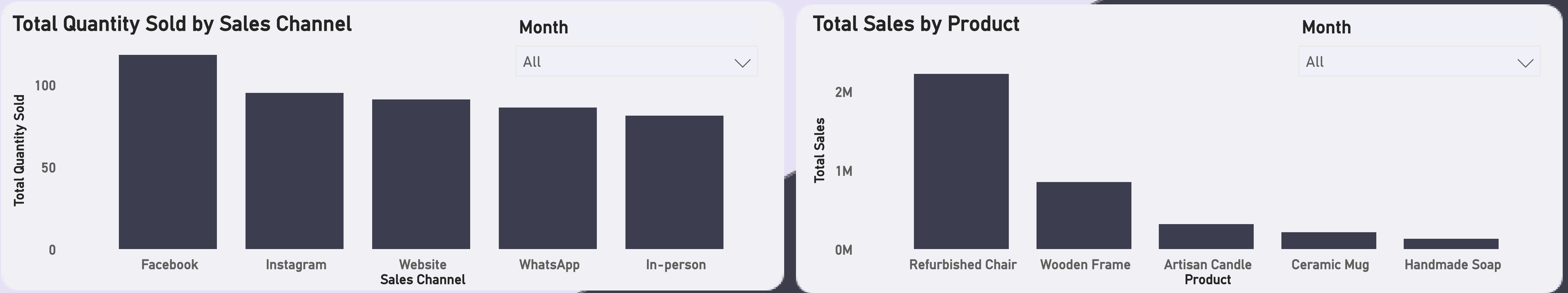
Top Product

Website

Top Sales Channel

Cash

Top Payment Method



MATRIX

Month	Total Sales	Total Sales MoM %	Total Quantity Sold	Quantity MoM %	Total Orders
May	486,373.88		62		20
August	843,789.30	3.0%	110	37.5%	35
June	565,736.44	16.3%	86	38.7%	30
September	1,008,613.06	19.5%	133	20.9%	40
July	818,899.41	44.7%	80	-7.0%	25

# Small Business Sales Performance Analysis (May - Septmeber 2025)

Day-by-day breakdown for the latest month

Executive Overview

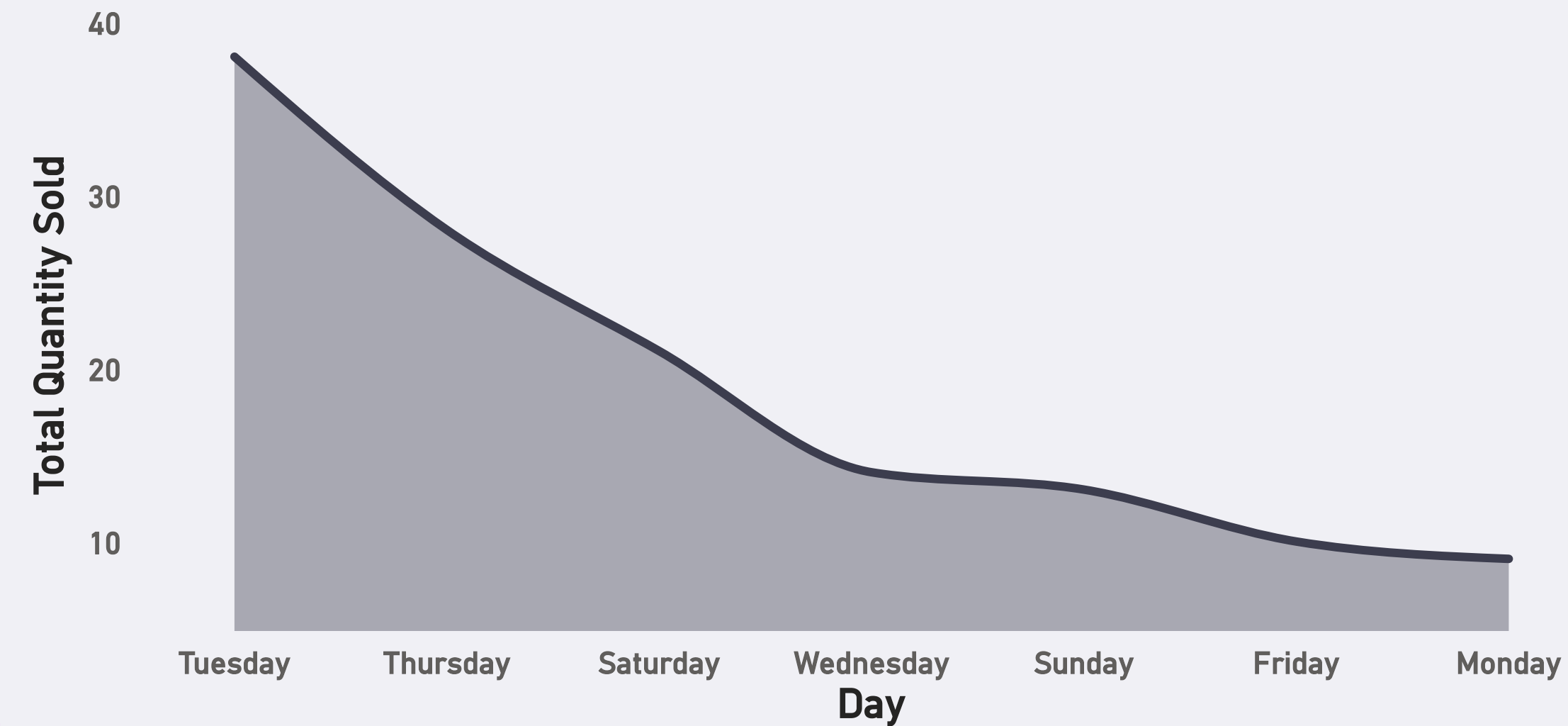
Product & Channel  
Insights

Daily Performance

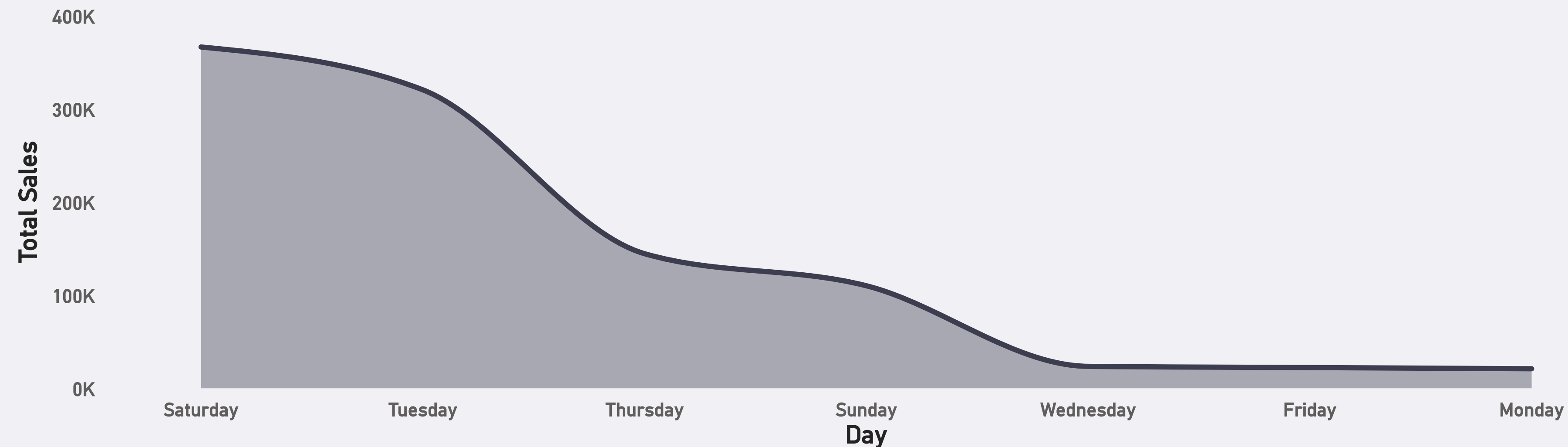
27.1%

Sept Contribution %

Total Quantity Sold by Day



Total Sales by Day



September  
accounted for  
27% of all  
sales since  
the business  
launch in May