

Sales Performance Report (May – September 2025)

Prepared for ChatGPT

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Executive Overview

This report provides a clear view of your sales performance from May to September 2025, highlighting overall growth, top-performing products, sales channels, and payment methods. The objective is to help you understand what's driving results and where opportunities for improvement lie.

Key Highlights:

- **Total Sales:** ₦3.72M
- **Total Orders:** 150
- **Total Quantity Sold:** 471
- **Average Order Value (AOV):** ₦24.82k
- **Growth Since Launch:** +107.37%
- **Best Month:** September (₦1.01M sales, 133 units sold)

Sales performance shows a **consistent upward trend**, with September delivering the strongest results. Notably, September alone contributed **27.1% of total sales** since launch.

Page 1 – Executive Overview (High-Level KPIs)

- Sales growth has been strong, moving from **₦486k in May** to **₦1.01M in September**.
- Quantity sold increased steadily, with the biggest jump between June and August.
- Sales channels shifted month by month:
 - In **September**, Instagram and WhatsApp captured more share.
 - In **August**, Website and Facebook dominated.
- Payment methods varied significantly:
 - **September**: Majority of payments were in **Cash (54.4%)**.
 - **August**: Heavy reliance on **Mobile Payments (54.2%)**.

Insight: Your customers are flexible in payment preferences and responsive to different channels. This suggests opportunities to optimize promotions by channel and streamline payment experiences.

Page 2 – Product & Channel Insights

Top Drivers:

- **Product:** Refurbished Chair remains the clear leader, generating **₦2.2M** (59% of total sales).
- **Channel:** Website has driven the most value, but Instagram gained momentum in September.
- **Payment:** Cash emerged as the most used method in September, though mobile payments remain important.

Trends Observed:

- Refurbished Chair sales peaked in September (N646k).
- Facebook led in overall product quantity sold (118 units), but Instagram outperformed in September (35 units vs Facebook's 31).

Table Summary:

Month	Total Sales (N)	Sales MoM%	Orders	Quantity	Quantity MoM%
May	486,374	–	20	62	–
June	565,736	+16.3%	30	86	+38.7%
July	818,899	+44.8%	25	80	-7.0%
August	843,789	+3.0%	35	110	+37.5%
September	1,008,613	+19.5%	40	133	+20.9%

Insight: Growth has been product-led, with chairs consistently outperforming other items. Channels and payments show seasonal/operational variability, suggesting opportunities to stabilize sales through better channel balancing.

Page 3 – Daily Performance (September 2025)

Looking at September (the best month):

- **Best Days for Sales:** Saturday (N367k) and Tuesday (N321k).
- **Lowest Sales Day:** Monday (N21k).
- **Best Day for Quantity:** Tuesday (38 units).

Highlight KPI:

📌 “September contributed 27.1% of total sales since launch.”

Insight: Sales are heavily skewed toward weekends and Tuesdays, indicating that promotions/marketing should be aligned with these peak days to maximize returns.

Recommendations

Based on the analysis, we recommend:

1. **Channel Strategy:** Strengthen Instagram campaigns since it showed strong growth in September.
2. **Payment Options:** Balance reliance on cash by encouraging mobile and card payments to improve speed and reduce handling risk.
3. **Product Focus:** Continue leveraging the Refurbished Chair as the hero product while bundling smaller items (candles, mugs, soaps) to increase basket size.
4. **Timing Promotions:** Concentrate promotions and campaigns around weekends and Tuesdays when customer engagement is strongest.