



Sales Performance Summary Report

Report Date: November 6, 2025

1. Executive Summary

Overall sales performance is strong, generating \$20.60K in Revenue across 30 orders with a healthy total profit of \$5.42K. The analysis clearly shows that the Corporate customer segment is the primary driver of success, accounting for over 70% of revenue, and the Pro Gamer Laptop is the single highest-grossing product. This indicates a high-value, concentrated sales model targeting professional clients.

2. Key Financial Indicators (KPIs)

Metric	Value	Commentary
Total Revenue	\$20.60K	The total revenue achieved from 30 orders.
Total Profit	\$5.42K	Demonstrates strong profitability, suggesting healthy margins.
Total Orders	30	A relatively low volume of high-value transactions.
Avg Cost of Goods Sold	\$140.15	Benchmark cost per unit for future cost control analysis.

3. Revenue Breakdown by Customer and Product

Customer Segment Performance

The sales effort is highly focused on a single segment:

- Corporate:** The dominant segment, contributing 70.09% of total revenue.
- Small Business:** The next largest contributor at 21.22%.
- Consumer/Other:** Represents the remaining share.

Top Product Drivers

- The **Pro Gamer Laptop** is the top-selling product by revenue at \$2.3K, making it a key strategic item.
- Other significant contributors include the Premium Backpack and Gaming Chair.

4. Operational and Geographic Insights

- **Payment Method Preference:** *Credit Card* is the preferred method, used in 54.89% of transactions, followed by Bank Transfer at 28.71%.
- **Geographic Sales:** Revenue is well-distributed globally, with sales recorded across North America, Europe, and Asia.

Recommendations

1. **Prioritize Corporate:** Continue tailoring sales and support resources heavily towards the Corporate segment to maximize the current revenue stream.
2. **Product Focus:** Ensure high stock and timely supply chain management for the *Pro Gamer Laptop* due to its outsized impact on overall revenue.
3. **Payment Processing:** Monitor Credit Card transaction processing closely given its high usage rate.

Disclaimer : *This is a sample Report created for learning purposes. The data used for the creation of the Dashboard is generated through AI.*