

Customer & Sales Report 2023

Executive Summary

This report provides an overview of customer and sales performance for the year 2023. Key metrics such as total customers, total sales per customer, total orders, and sales trends are analyzed. Insights are derived from customer distribution, top customers by profit, and sales performance across various subcategories.

Customer Dashboard Overview

Total Customers

- Total Customers: **693**
- Growth: **8.6%** increase compared to the previous year
- Trend: Customer acquisition fluctuated, with the highest month marked in blue and the lowest in orange.

Total Sales Per Customer

- Average Sales per Customer: **\$1,058**
- Growth: **10.8%** increase vs. the previous year

Total Orders

- Total Orders: **1,687**
- Growth: **28.3%** increase from the previous year

Customer Distribution by Number of Orders

- The majority of customers placed **1-2 orders** in 2023, with a declining trend as order frequency increases.

Top 10 Customers by Profit

Rank	Customer Name	Last Order	2023 Profit	2023 Sales	Total Orders
1	Raymond Buch	25/09/2023	\$6,781	\$14,203	3
2	Hunter Lopez	17/11/2023	\$5,046	\$10,523	2
3	Tom Ashbrook	22/10/2023	\$4,599	\$13,723	2
4	Andy Reiter	24/12/2023	\$2,608	\$5,821	2
5	Jane Waco	18/11/2023	\$1,953	\$5,385	4

Sales Dashboard Overview

Total Sales

- Total Revenue: **\$733K**
- Growth: **20.4%** increase compared to the previous year

Total Profit

- Total Profit: **\$93K**
- Growth: **12.5%** increase vs. the previous year
- **Total Quantity Sold**

Total Quantity Sold

- Total Quantity: **12K units**
- Growth: **26.8%** increase

Sales & Profit by Subcategory

- Highest performing categories: **Phones, Chairs, and Binders**
- Loss-making categories: **Machines, Accessories, and Fasteners**

Sales & Profit Trends Over Time

- Sales peaked towards the end of the year, with a steady upward trend.
- Profitability varied, with some months performing significantly better than others.

Conclusion & Recommendations

- **Customer Growth:** Increase in total customers and orders suggests a positive trend. Further strategies to maintain customer retention and engagement are recommended.
- **Sales Performance:** Steady growth in sales and profit indicates strong market positioning. Continued monitoring of loss-making subcategories is advised.
- **Future Strategies:** Focusing on high-performing categories while addressing issues in loss-making ones could help improve overall profitability.