

Sales Performance Insights and Recommendations

Insights

1. Total Sales of £2,297.2k, Total Profit of £286.4k and Profit Margin of 12.47% .
2. Sales steadily climb from about £150k in January to £220k in December. Order quantities rise in a similar pattern: from 500 units sold in January to 900 units in December. The fastest growth occurs in the last 6 month of the year (July-December).
3. Technology is the top-seller at roughly £1.1m per year. Office Supplies come in second at about £600k, and Furniture at £500k.
4. Phones £800k and Chairs £700k are standout subcategories.
5. Binders £100k and Copiers £90k are underperforming.
6. Consumer segment accounts for 40% of sales, Corporate 35%, and Home Office 25%. Standard Class shipping makes up 50% of orders.
7. Overall margin sits at 12.5%, but it likely varies by category.

Recommendations

1. Double-down on your best-sellers.
2. Improve underperforming lines.
3. Seasonal Push for marketing campaigns.
4. Optimize Shipping Mix.
5. Segment-Specific Offers.