

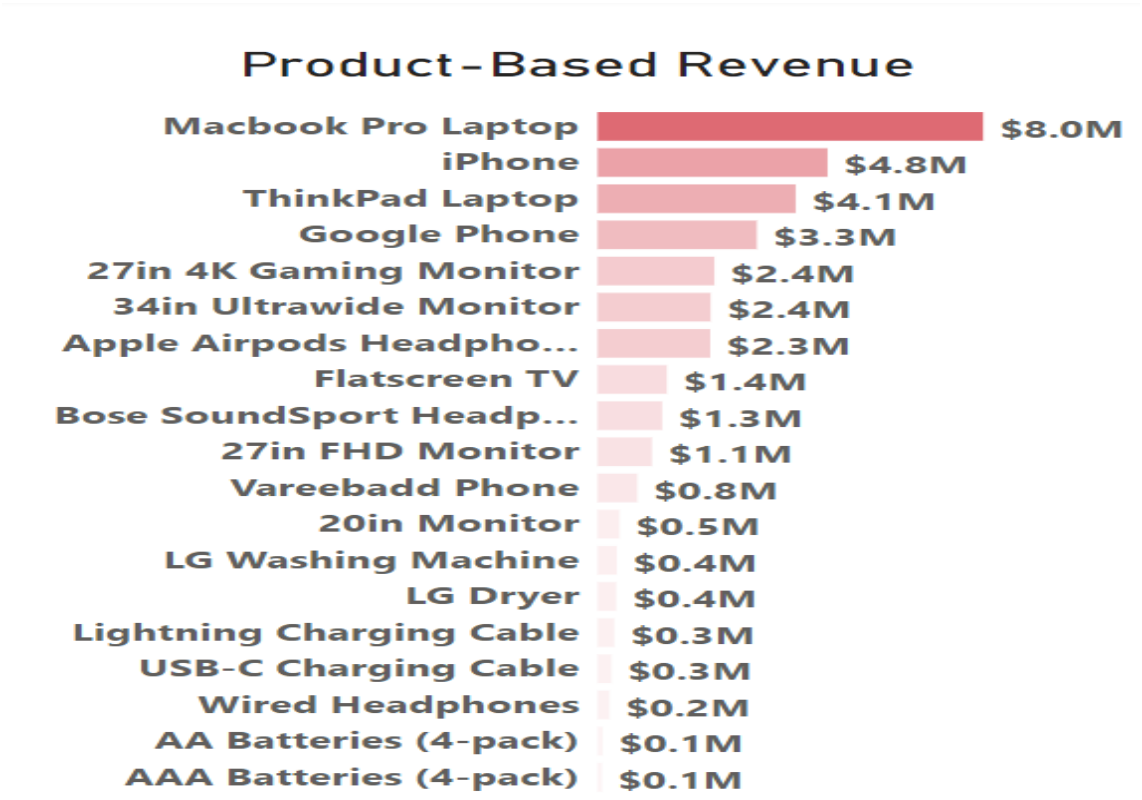
Sales Data Report

MeriSkill

Product Sales Report

Executive Summary:

The company has achieved a *total sales revenue* of **\$34,492,035.97** across a diverse range of products. This report provides an overview of product performance, identifying top-selling items and offering insights to guide inventory management and marketing strategies.



Top-Selling Products:

- **Macbook Pro Laptop:** Our highest-selling product, generating **\$8,037,600** in sales. Consider expanding marketing efforts for this popular item.
- **iPhone:** With sales totaling **\$4,794,300**, the iPhone ranks as the second best-selling product. Continue to emphasize its promotion.
- **ThinkPad Laptop:** The ThinkPad Laptop contributed significantly with sales of **\$4,129,958.70**.
- **Google Phone:** Sales reached **\$3,319,200**, demonstrating strong demand for this product.
- **34in Ultrawide Monitor:** This monitor also performed well, generating **\$2,355,558.01** in sales.

Product Category Insights:

- **Electronics Dominate:** Electronic products, including laptops and smartphones, dominate the top-selling products, indicating a strong market demand for these items.
- **Accessory Sales:** Accessories such as Lightning Charging Cables, USB-C Charging Cables, and AA/AAA Batteries, while lower in total sales, collectively contribute to a substantial portion of revenue.

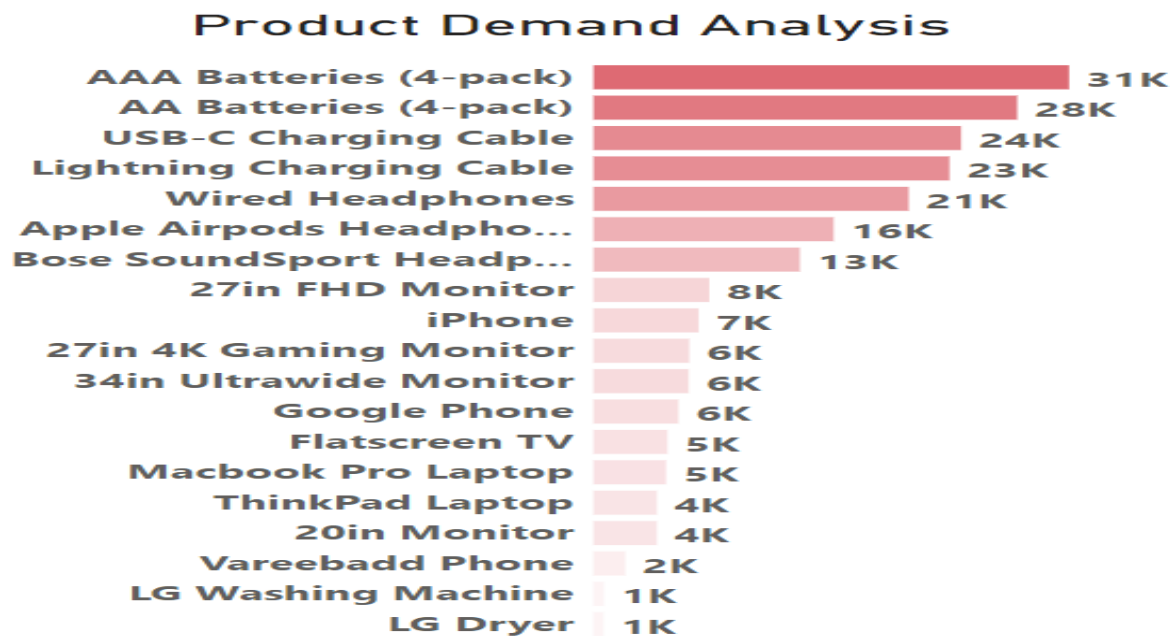
Inventory and Marketing Recommendations:

- **Inventory Management:** Given the high demand for laptops and smartphones, ensure sufficient stock availability to meet customer demand, especially during peak seasons.
- **Marketing Focus:** Allocate marketing resources towards promoting top-selling products, including the Macbook Pro Laptop and iPhone, to further boost sales.
- **Bundle Opportunities:** Consider creating product bundles or promotions that include popular accessories like charging cables or batteries to encourage add-on purchases.
- **New Product Lines:** Explore opportunities to expand our product offerings in the electronics category to capitalize on the market's appetite for tech products.

Product Orders Report

Executive Summary:

The company has processed a total of **209,079** orders across a diverse range of products. This report provides insights into the popularity of products, identifies best-sellers, and suggests strategies for optimizing inventory and marketing efforts.



Top-Selling Products by Orders:

- **AAA Batteries (4-pack):** The most ordered product with **31,017** orders, indicating consistent demand for batteries.
- **AA Batteries (4-pack):** The second most ordered product, with **27,635** orders, reinforcing the importance of battery products in our inventory.
- **USB-C Charging Cable:** USB-C cables were ordered **23,975** times, making them a popular accessory.
- **Lightning Charging Cable:** Like USB-C cables, Lightning charging cables had strong demand, with **23,217** orders.
- **27in FHD Monitor:** Among electronics, the 27in FHD Monitor stood out with **7,550** orders.

Product Category Insights:

- **Battery Dominance:** Battery products (AAA and AA) remain consistently popular and should continue to be a focus for inventory management.
- **Accessory Appeal:** Charging cables, both USB-C and Lightning, are essential accessories and should be readily available.
- **Electronics:** Monitors and laptops, while lower in the number of orders compared to batteries, contribute significantly to revenue, and should be monitored closely.
- **Diverse Product Portfolio:** Product portfolio, including laptops, smartphones, and accessories, caters to a wide range of customer preferences.

Inventory and Marketing Recommendations:

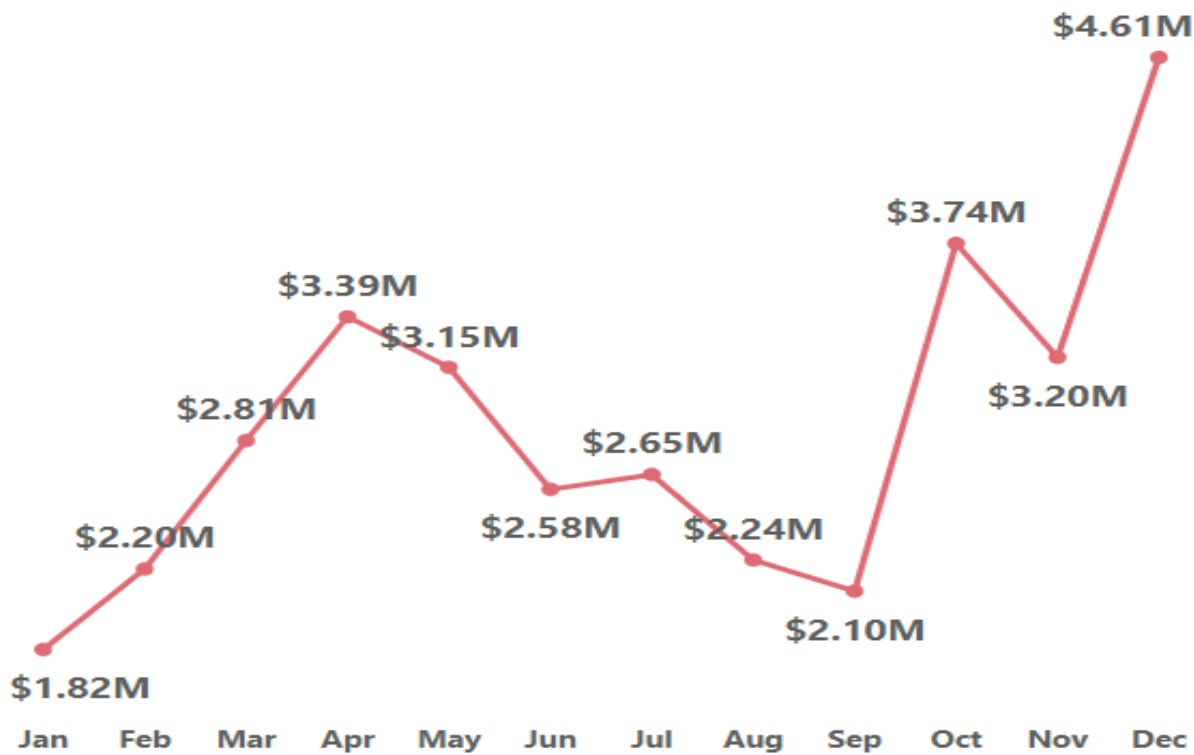
- **Battery Stock:** Ensure a robust supply of AAA and AA batteries to meet high demand.
- **Charging Accessories:** Maintain a sufficient inventory of USB-C and Lightning charging cables to accommodate customer needs.
- **Monitor Electronics:** Keep an eye on monitor and laptop inventory levels, as they contribute substantially to sales revenue.
- **Bundle Opportunities:** Consider bundling batteries or charging cables with popular electronic products to encourage add-on purchases.

Monthly Sales Report

Executive Summary:

This report provides an overview of monthly sales performance and key insights to inform strategic decision-making.

Monthly Sales Summary



Monthly Sales Performance:

- **Highest Performing Month:** December recorded the highest sales at **\$4,613,443.34**, likely due to holiday season shopping.
- **Lowest Performing Month:** September reported the lowest sales at **\$2,097,560.13**.
- **Sales Growth Trend:** Sales showed a consistent upward trend from January to December, with a noticeable peak in October and November.

Monthly Variations:

- **Monthly Growth Rate:** On average, monthly sales increased by approximately **18%** each month compared to the previous month, indicating positive growth throughout the year.
- **Seasonal Patterns:** The data suggests a seasonal trend, with higher sales during the holiday season in the last quarter.

Annual Analysis:

- **Total Annual Sales:** Our company achieved a total sales revenue of **\$34,492,035.97**.
- **Average Monthly Sales:** The average monthly sales for the year were approximately **\$2,874,336.33**.

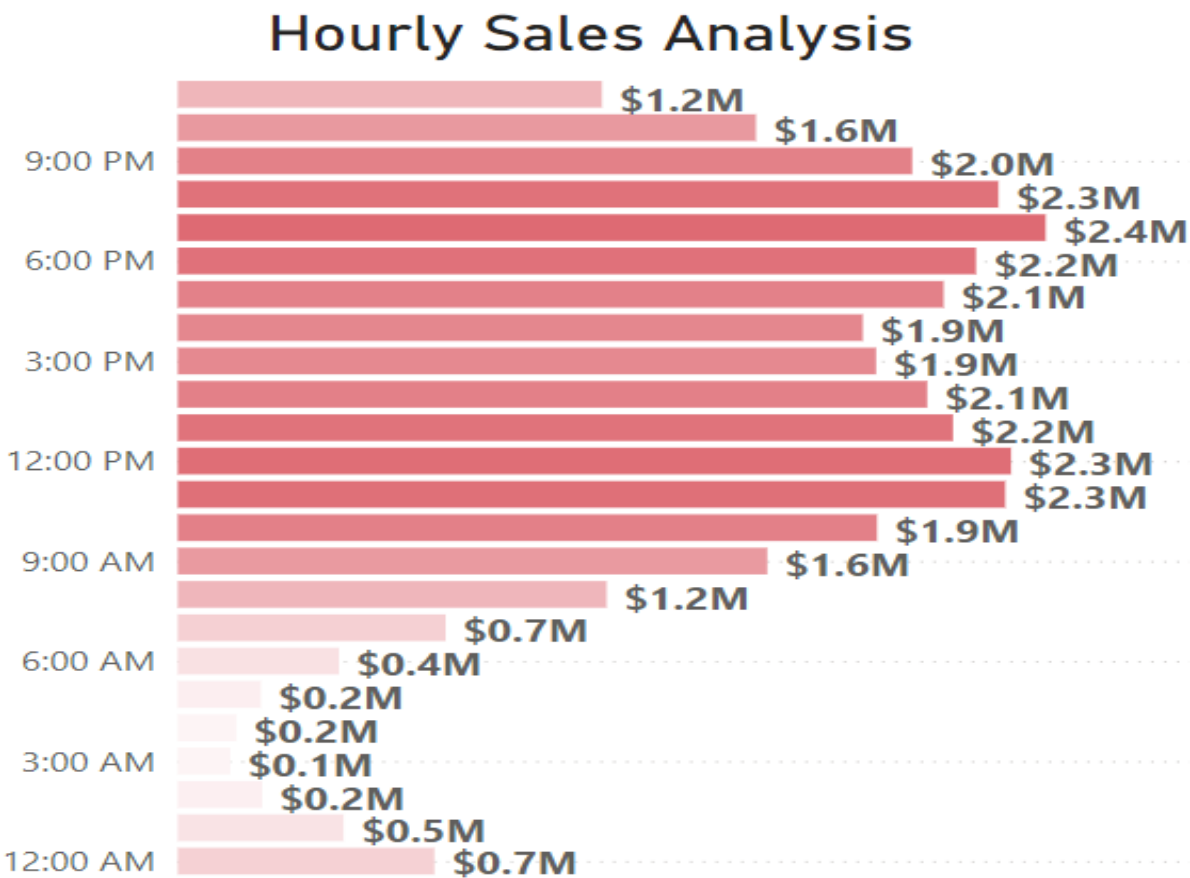
Key Insights:

- **Seasonal Impact:** The data clearly indicates the influence of seasonal factors on sales, with December being the peak month. To capitalize on this, consider targeted marketing campaigns and promotions during the holiday season.
- **Growth Opportunities:** Focus on maintaining the growth momentum observed in the latter part of the year, especially in October and November, and explore strategies to sustain this growth year-round.
- **Inventory Planning:** Prepare for higher demand during the holiday season by optimizing inventory management to ensure product availability.
- **Marketing Strategies:** Tailor marketing strategies for each month, considering historical sales patterns and potential promotions or events.

Sales by Order Time Report

Executive Summary:

This report provides insights into sales patterns by order time, highlighting peak hours and opportunities for marketing and staffing optimization.



Sales Distribution by Hour:

- **Peak Sales Hours:** The hours between 11:00 AM and 2:00 PM consistently recorded the highest sales, peaking at 12:00 PM with **\$2,316,821.34** in sales.
- **Late Afternoon Surge:** Sales remained strong during the late afternoon, with 5:00 PM and 6:00 PM each exceeding \$2 million in sales.
- **Evening Sales:** Sales continued to be robust in the evening, with 7:00 PM and 8:00 PM exceeding \$2 million in sales.
- **Nighttime Sales:** Sales remained substantial during nighttime hours, with 10:00 PM and 11:00 PM still recording over \$1 million in sales.

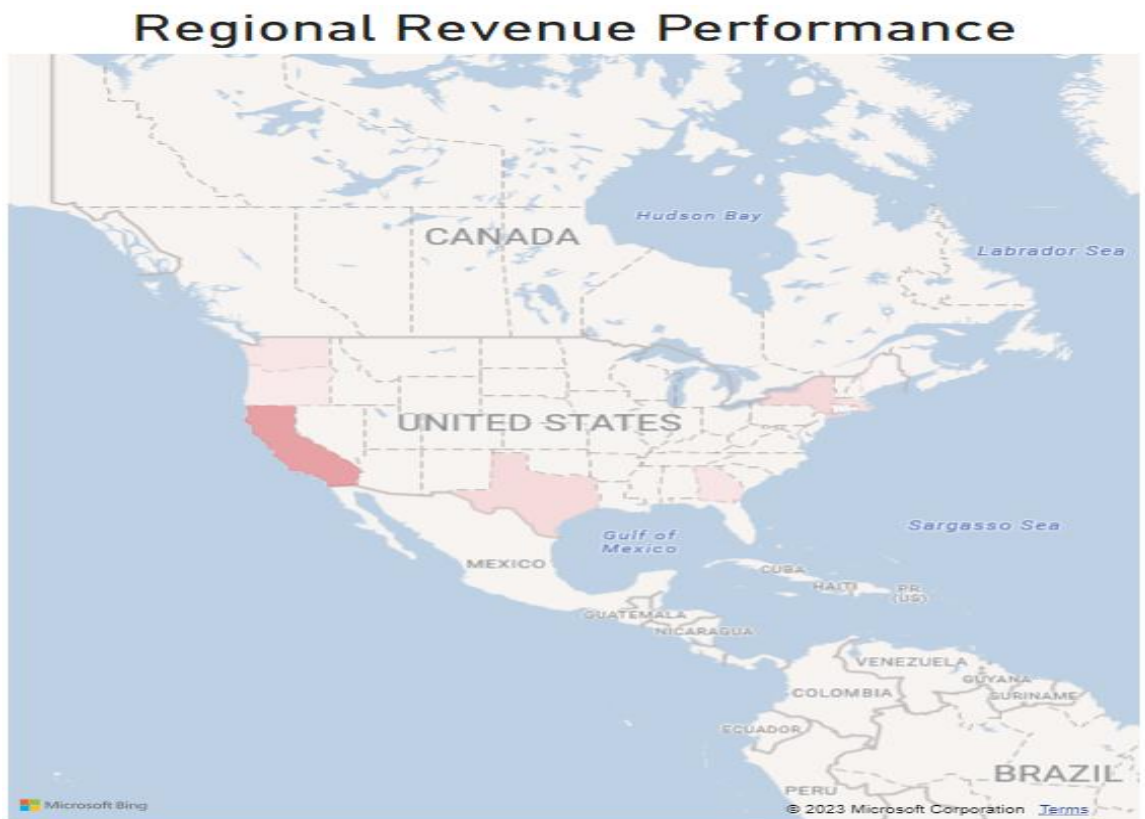
Key Insights:

- **Lunchtime Sales:** The lunchtime hours (11:00 AM to 2:00 PM) consistently perform exceptionally well. Consider targeted marketing campaigns during this period to capitalize on peak sales.
- **Evening Opportunities:** While evening hours also see high sales, there may be untapped potential during the late afternoon and early evening. Explore strategies to maintain sales momentum during this time.
- **Nighttime Sales:** Despite the late hours, nighttime sales remain significant. Evaluate staffing and support to accommodate customers during these hours.

Sales by State Report

Executive Summary:

This report provides insights into sales performance by state, identifying key markets and opportunities for growth.



Total Sales by State:

- **California (CA):** California emerged as the top-performing state, contributing **\$13,714,774.71** to the total sales, making it a significant market for our products.
- **New York (NY):** New York followed closely behind with **\$4,664,317.43** in sales, establishing it as another strong market.
- **Texas (TX):** Texas also recorded substantial sales, totaling **\$4,587,557.15**, indicating a robust customer base.
- **Massachusetts (MA):** Massachusetts contributed **\$3,661,642.01** in sales, showing a solid presence in the market.

Key Insights:

- **Regional Variation:** Sales are distributed across various states, with California and New York leading the way. Consider tailoring marketing strategies to cater to the specific needs of these regions.
- **Potential Growth:** States with lower sales, such as Maine (ME) and Oregon (OR), represent opportunities for growth. Explore strategies to expand market presence in these regions.
- **Customer Demographics:** Analyze customer demographics and preferences in high-performing states to refine product offerings and marketing efforts.