

Business Performance Analysis

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Executive Summary

Sales show strong growth with 15% YoY increase. Weekly patterns indicate weekend peaks.

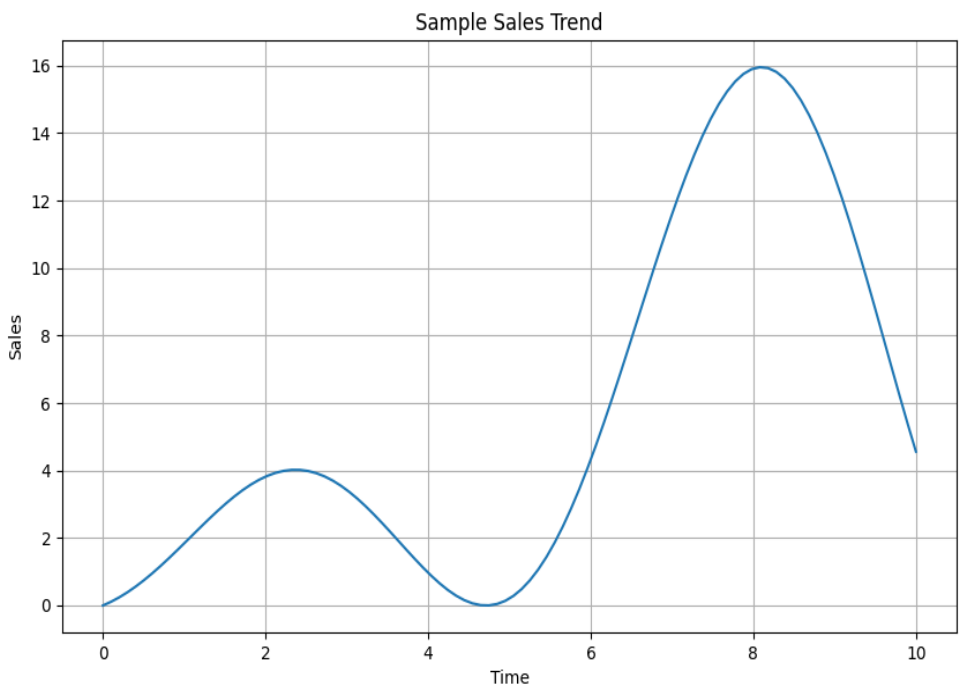


Figure 1: Sales Trend

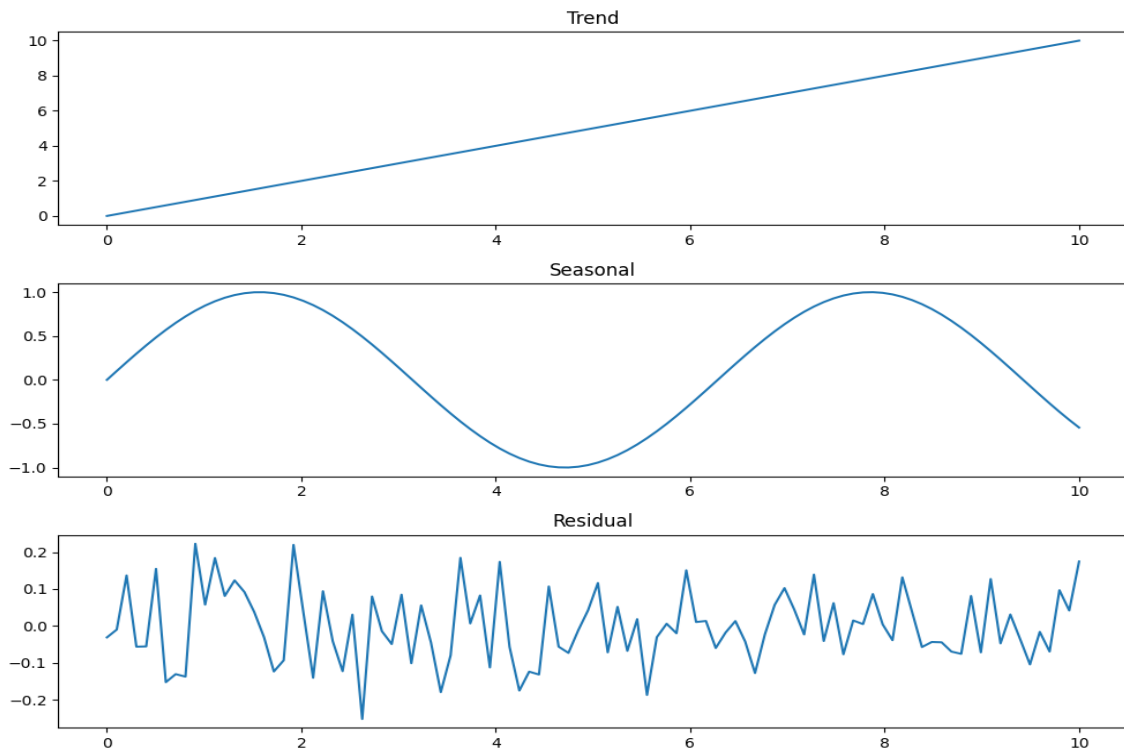


Figure 2: Components Analysis

KPI	Current value	Change vs previous period (%)	On-target? (Y/N)
Total Sales	12,345	+20.4%	Y
Orders	234	+15.2%	Y
Average Order Value	52.75	+4.5%	N

KPI Insights

Total Sales increased significantly, driven by both higher order volume and larger basket sizes. - Weekly Pattern: Strongest on Saturdays (+30% vs. weekday average) - Growth Trend: Consistent upward movement since Q3

Recommendations

- Expand weekend staffing to support peak sales periods
- Investigate lower Average Order Value vs target
- Launch targeted promotions during weekday evenings

Next Steps

- Deep dive into product category mix
- Customer cohort analysis for repeat purchase patterns