

Sales Analysis Report - Test

Generated on November 11, 2025

Executive Summary

December 2023 showed concerning trends despite customer growth. While unique customers increased 6.3% to 118, total revenue declined 11.8% to \$20,261, driven by a sharp 16.7% drop in average purchase amount.

KPI Insights

****Revenue Performance****: Revenue declined significantly in December despite customer growth, indicating lower average purchase values. This requires immediate investigation into pricing strategy and product mix.

****Customer Behavior****: The 6.3% increase in customers is positive, but the 16.7% drop in average purchase amount suggests customers are buying lower-priced items or fewer items per transaction.

****Satisfaction Concerns****: Review ratings remain below 3.1/5.0, which correlates with declining revenue and may indicate quality issues.

Recommendations

- ****Launch Cart Value Incentives****: Implement "Spend \$150, Save \$20" promotions to boost average purchase amounts
- ****Address Quality Issues****: Conduct root cause analysis on product returns and customer service complaints
- ****Investigate December Underperformance****: Compare marketing spend and inventory vs. November