

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