

Q1 2025 Business Performance Overview

Introduction

This quarterly business report covers the first quarter of 2025, summarizing sales performance, operational expenses, and regional productivity. The company operates primarily in two regions: North and South, focusing on three main products.

Sales Performance

Product A continues to lead sales with consistent growth across both regions, showing an average monthly increase of 8%. Product B also performed well, particularly in the southern region, due to the introduction of a new discount campaign. Product C, however, remains below the sales target and requires further market analysis.

Expense Analysis

Expenses rose steadily due to higher marketing and operational costs. Marketing expenses increased by 30% compared to the previous quarter, largely attributed to new brand awareness campaigns. However, these investments have positively impacted overall sales, suggesting the ROI is on track.

Outlook and Recommendations

The outlook for Q2 2025 remains optimistic. The North region is expected to maintain strong performance, while the South region may see higher revenue if the marketing momentum continues. It is recommended to allocate more resources to digital advertising for Product C, as customer interest is increasing based on online engagement data.

Summary Table

Metric	Q1 2025	Change vs Q4 2024
Total Revenue	\$25,080	+7.5%
Total Expenses	\$11,820	+4.8%
Net Profit	\$13,260	+9.2%
Employee Count	55	0%