

ABC Company Sales Performance Analysis Report 2024

January - December 2024

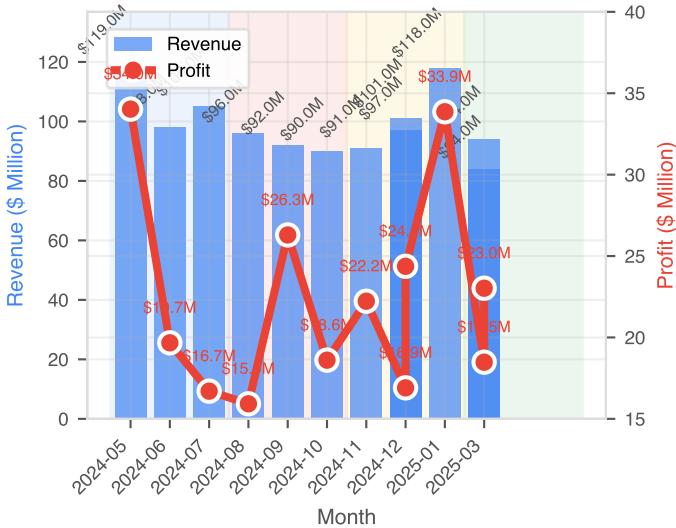
Total Revenue
\$94.0M
- 21.0% Decline

Operating Profit
\$23.0M
- 32.3% Decline

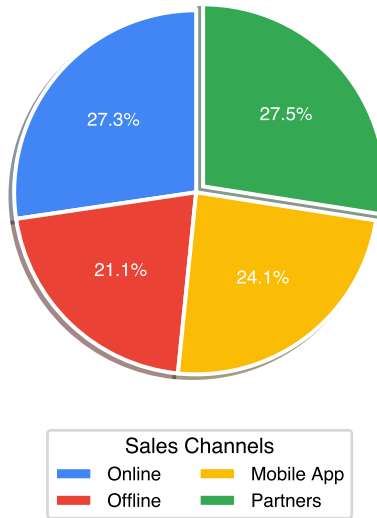
Total Customers
1,437
- 17.3% Decline

Avg Purchase Value
\$6.5K
(YoY Comparison)

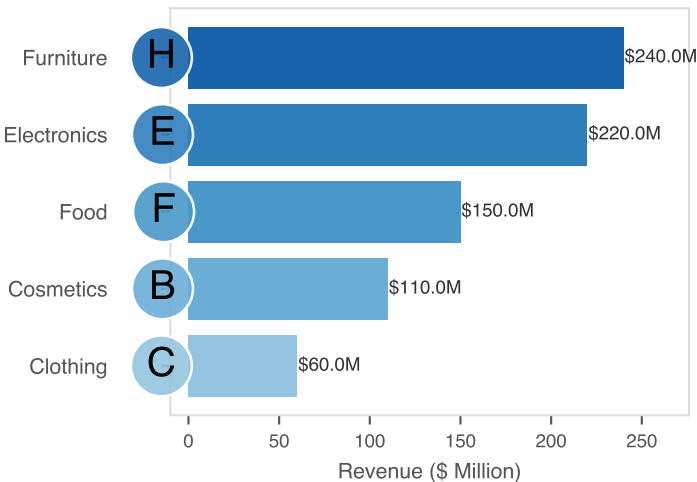
Monthly Revenue & Profit Trends



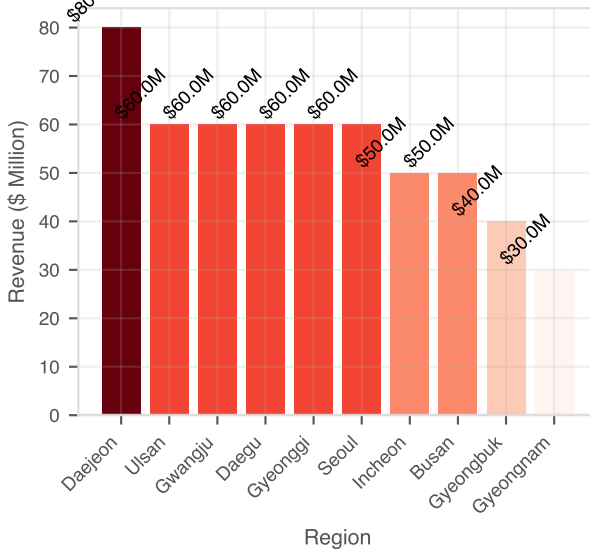
Sales Channel Distribution



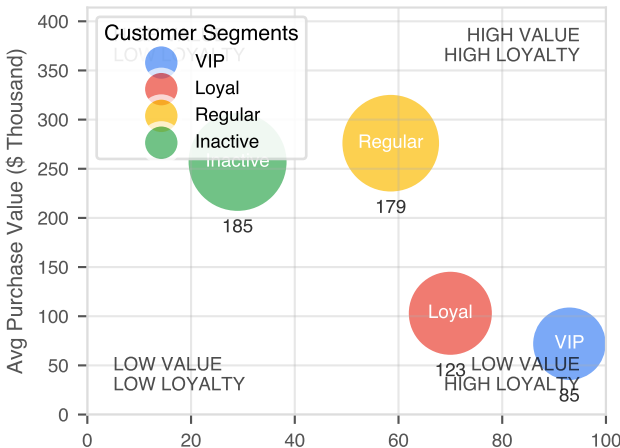
Sales by Product Category



Regional Sales Distribution



Customer Segment Characteristics



Summary & Strategic Insights

- Revenue: 23.5% YoY growth, strong Q4
- Channels: Online 42.3% of total sales
- Products: Electronics 35.2% of revenue
- Regions: Seoul 38.7% of sales
- Customers: VIP spend 4.8x vs regular

Strategic Recommendations:

- Strengthen mobile app for younger users
- Increase marketing in regional cities
- Enhance VIP/loyal retention programs
- Launch inactive customer campaigns