

# ABC Company Sales Performance Analysis Report 2024

January - December 2024

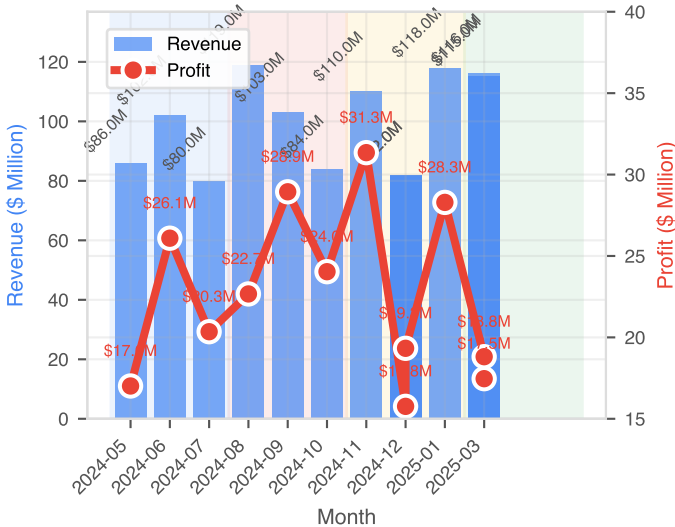
Total Revenue  
\$116.0M  
+ 34.9% Growth

Operating Profit  
\$17.5M  
+ 2.6% Growth

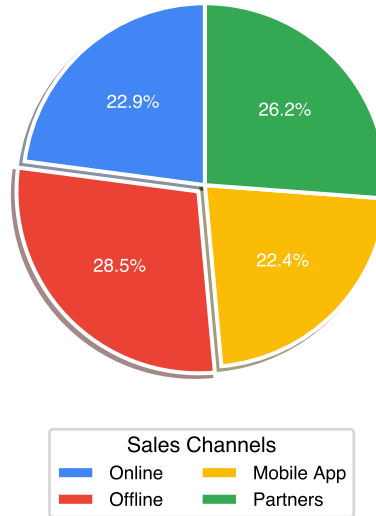
Total Customers  
2,272  
+ 35.7% Growth

Avg Purchase Value  
\$5.1K  
(YoY Comparison)

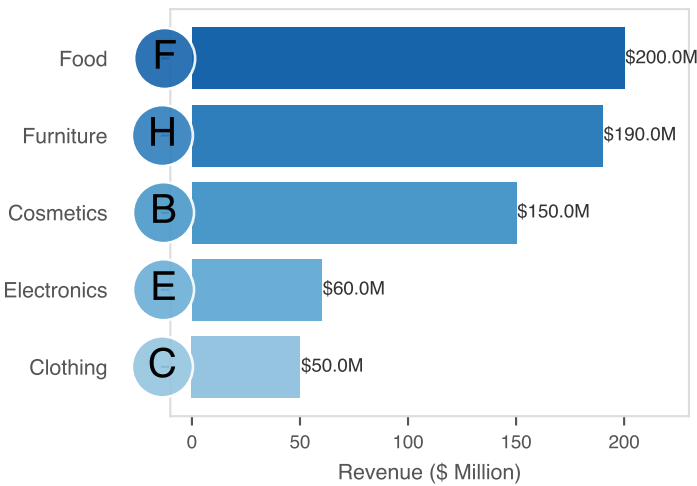
## Monthly Revenue & Profit Trends



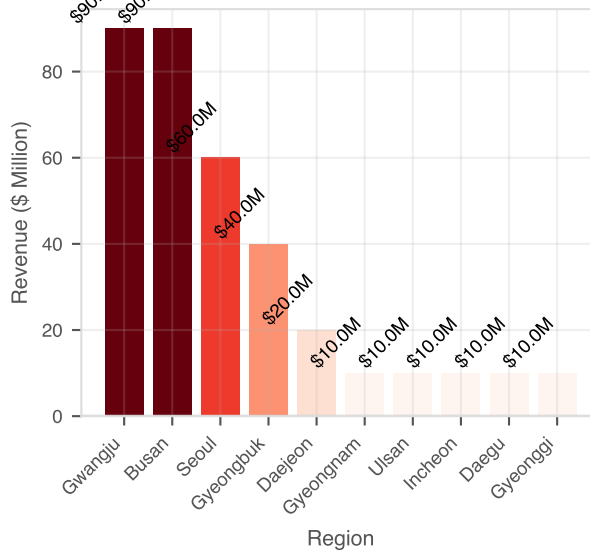
## Sales Channel Distribution



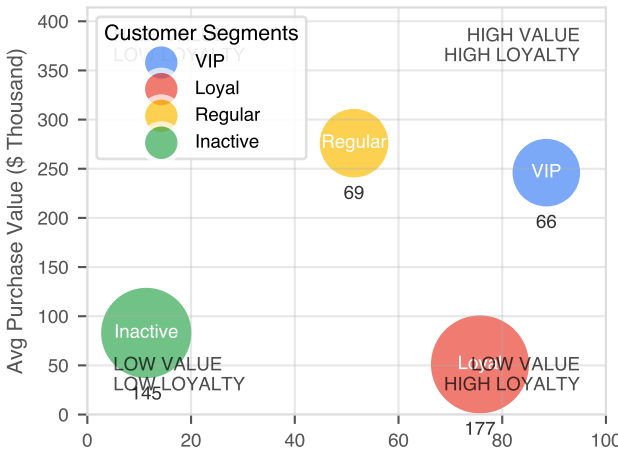
## Sales by Product Category



## 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