Monthly Sales Report for September 2025

Jay Grocery Store Monthly Sales Report

1. Executive Summary

The current month observed a total revenue of $57,270,823, with a total of 89,370 orders placed and an average order value of $640.83. Although there was a 3.04% decline in revenue compared to the previous month, the average order value showed a slight increase, indicating a potential shift towards higher-value purchases. Notably, the total quantity sold decreased by approximately 3%, aligning with the decline in orders. Strategic attention is required to address the dip in sales, while the increase in average order value offers a promising focal point.

2. Key Metrics Overview

Metric	Current Month	Previous Month	Difference	Percent Change
Total Revenue	$57,270,823.32	$59,063,578.55	-$1,792,755.23	-3.04%
Total Orders	89,370	92,349	-2,979	-3.23%
Average Order Value	$640.83	$639.57	$1.26	0.20%
Total Quantity	1,164,385	1,198,898	-34,513	-2.88%

3. Top 5 Products, Least 5 Products

- **Top 5 Products by Revenue:**
  1. Grenadine: $302,433.80
  2. Beer - Rickards Red: $280,952.54
  3. Zucchini - Yellow: $269,319.83
  4. Hot Chocolate - Individual: $268,108.05
  5. Soup Knorr Chili With Beans: $260,722.05

- **Least 5 Products by Revenue:**

1. Bread Crumbs - Japanese Style: $108.33

  2. Apricots - Halves: $828.50

  3. Pastry - Raisin Muffin - Mini: $1,244.17

  4. Sole - Dover, Whole, Fresh: $1,990.20

  5. Bread Fig And Almond: $2,747.83

4. Top 5 Cities, Least 5 Cities

- **Top 5 Cities by Revenue:**
  1. Indianapolis: $674,306.06

  2. Tucson: $664,970.41

  3. Fort Wayne: $663,067.89

  4. Jackson: $661,162.59

  5. Norfolk: $658,424.37

- **Least 5 Cities by Revenue:**
  1. Toledo: $539,241.17

  2. Atlanta: $544,516.80

  3. Fort Worth: $545,887.43

  4. Omaha: $549,443.08

  5. Mobile: $555,794.78

5. Top 5 Salespersons

1. Shelby Riddle P: $2,585,679

2. Chadwick Cook P: $2,570,256

3. Devon Brewer D: $2,566,080

4. Katina Marks Y: $2,536,644

5. Seth Franco D: $2,528,843

6. Month-over-Month Comparison

The overall revenue for the current month decreased by 3.04% compared to the previous month.

Total orders saw a decline of 3.23%, translating directly to reduced sales volume. However, the average order value increased slightly by 0.20%, suggesting consumers are purchasing fewer items per order but spending more per item. Notably, cities such as Indianapolis and Tucson have demonstrated substantial sales figures, while cities like Toledo and Atlanta recorded lower revenues, indicating potential market opportunities for growth.

7. Strategic Recommendations

- **Enhance Marketing Efforts:**
  - Focus on promoting products performing well, such as Grenadine and Beer - Rickards Red.
  - Develop targeted campaigns in cities showing lower sales, particularly Toledo and Atlanta.

- **Inventory Management:**
  - Increase stocking and promotion of high-demand products.
  - Consider reducing or revising inventory for consistently low-revenue products.

- **Sales Force Optimization:**
  - Provide additional sales training or incentives in regions or sectors underperforming.
  - Analyze successful sales strategies from top salespersons such as Shelby Riddle P and Chadwick Cook P to replicate across teams

Top 5 Products by Revenue