

# SALES PERFORMANCE INSIGHTS REPORT

## Highest Gross Price Per Item:

- Product: "AQ HOME Allin1 Gen 2" (Plus 2 variant)
- Gross Price Per Item: \$834.98

## Highest Grossing Product Sale:

- Product: "AQ Electron 3 3600 Desktop Processor" (Standard variant)
- Gross Price Total: \$55,328.63

## Best-selling Product:

- AQ Dracula HDD – 3.5 Inch SATA 6 Gb/s 5400 RPM 256 MB Cache with a total of 703 units sold.

## Best-selling Variant:

- The 'Standard' variant with a total of 486 units sold across all products.

## Highest Sales Month:

- December 2021 with sales amounting to \$19,537,146.56.

## Highest Sales Year:

- The year 2022 with sales amounting to \$44,638,198.92.

## Market Net Sales:

- Top Market: India is the top market with net sales of 210.67 million.
- Lowest Market: The United Kingdom is the market with the lowest net sales from the list, with 44.73 million.

## Customer Net Sales:

- Top Customer: Amazon is the top customer with net sales of 109.03 million.
- Lowest Customer: Flipkart has the lowest net sales among the provided customers, with 25.25 million.

### Product Net Sales:

- **Top Product:** 'AQ BZ Allin1' is the top product with net sales of 33.75 million.
- **Lowest Product:** 'AQ Maxima' has the lowest net sales among the listed products, with 22.32 million.

### Top Performers:

- Amazon leads the pack with a 13.23% share of net sales, which is a significant portion compared to other customers. It indicates that Amazon is a major channel for sales.

### Lower-tier Performers:

- The bottom of the list includes many smaller customers like Electricalsbea Stores, Notebillig, All-Out, and Nova, each contributing less than 0.2% to net sales, suggesting a long tail of customers with minor individual contributions but potentially significant when aggregated.

### Best Region:

- Based on net sales percentages and considering the dominance of key customers, LATAM is the best region. Reasons:
  - **Highest Sales Concentration:** LATAM has the highest concentration of sales percentages for top customers, with Amazon alone holding 48.73% and Atliq e Store holding 34.49%.
  - **Market Share:** These percentages suggest that these two customers have a substantial market share in LATAM compared to other regions.
  - **Dominance of Top Customers:** The dominance of these customers is more pronounced in LATAM than in APAC, EU, or NA.