

TNMT: Revenue and Sales Performance

Executive Summary

This report provides a comprehensive analysis of sales and revenue trends for TNMT. Key insights include top-performing products, sales team contributions, and state-wise revenue analysis in relation to population and median income. Suggestions are included to optimize future performance.

1. Revenue Overview

- Total Revenue (January to March): ₹16,500,000
- Highest Revenue Month: February (₹5,800,000)
- Top Product Categories: Decoratives (45% of total revenue)

2. Key Insights

Top Revenue Products in January:

- *Elegant Vase* and *Premium Lampshade* were the highest revenue-generating products, contributing ₹1,200,000 and ₹1,100,000, respectively.

Sales Team Performance (March):

- *Team Alpha* generated the highest revenue from Decoratives in March, contributing ₹2,500,000.

State-Wise Revenue Analysis:

- States with higher median income and population show a positive correlation with revenue.
- Example: Maharashtra generated ₹3,500,000 with a population of 122 million and a median income of ₹30,000.

3. Recommendations

- Focus on High-Performing Products: Increase promotions for *Elegant Vase* and *Premium Lampshade* in underperforming regions.
- Optimize Sales Strategies: Replicate *Team Alpha*'s strategies across other teams.
- Expand in Promising States: Target states with growing populations and higher median incomes for better revenue potential.

4. Conclusion

The analysis highlights TNMT's strengths in specific product categories and sales teams. Leveraging these insights will ensure sustainable growth.