



Store Sales Report



Key Performance Indicators (KPIs)

Total Sales: \$1.6M

Total Quantity Sold: 22K units

Total Profit: \$175.3K

Average Delivery Time: 4 days

Total Returns: 5,901



Monthly Sales Trend (YoY Comparison)

2020 vs. 2019:

Peak Months: Sales surge in June–August (likely due to seasonal demand).

Lowest Sales: January–February (post-holiday slump).

Insight: Strong growth in mid-year; consider promotions in Q1 to boost sales.



Monthly Profit Trend (YoY Comparison)

2020 profits consistently higher than 2019, especially in Q3 (July–September).

Lowest Profits: February & November.

Insight: Profitability improves YoY; optimize pricing/costs in low-profit months



Sales Report

Office Supplies dominate sales, contributing the most to revenue.

Phones and Chairs are the highest-selling sub-categories.

Customers prefer cost-effective shipping over speed.

Digital payments lead; consider incentives for card/COD users to shift online.

Focus on consumer and corporate segments for loyalty programs.



Recommendations for Growth

Boost Q1 Sales: Launch promotions in January–February to counter post-holiday dips.

Optimize Shipping: Explore discounts on Second Class to compete with Standard.

Sub-Category Focus: Expand inventory for Phones, Chairs, and Binders.

Regional Strategies: Analyze low-performing regions for localized marketing.

Profitability Drive: Reduce return rates (5,901 returns) through quality checks.

Thank You

