

Acme Corporation

Monthly Sales Report

Period: August 2024

Executive Summary

In August 2024, Acme Corporation achieved a total sales revenue of **\$500,000**, representing a **10% increase** compared to the previous month (July 2024: \$455,000). The total number of units sold increased by **8%** from 4,500 units to 4,860 units. The overall average order value (AOV) improved slightly by **2%** from \$101 to \$103.

Key performance drivers included a successful marketing campaign for the new product line, "Eco-Gear," and an increase in repeat customer purchases. However, sales were negatively impacted by lower-than-expected performance in the Western region.

Sales Performance by Product

Product Category	Units Sold	Revenue	% Change (MoM)
Eco-Gear	1,500	\$150,000	+20%
Smart Home Devices	1,200	\$180,000	+5%
Fitness Equipment	960	\$96,000	-8%
Accessories	1,200	\$74,000	+15%
Total	4,860	\$500,000	+10%

Insights:

- **Eco-Gear** performed exceptionally well, mainly due to the new product launch and promotional discounts.
- **Smart Home Devices** showed steady growth, driven by increased demand for home automation products.
- **Fitness Equipment** sales dropped by 8%, likely due to seasonal trends and increased competition.
- **Accessories** sales rose by 15%, reflecting successful cross-selling strategies with core product lines.

Sales Performance by Region

Region	Units Sold	Revenue	% Change (MoM)
North	1,500	\$175,000	+12%
South	1,200	\$125,000	+6%
East	1,000	\$100,000	+8%
West	1,160	\$100,000	-5%
Total	4,860	\$500,000	+10%

Insights:

- **North region** showed the highest revenue growth, driven by strong local promotions and partnerships.

- **South and East regions** maintained moderate growth, benefiting from stable customer demand.
- **West region** underperformed, with a 5% decrease in sales due to supply chain issues and increased competition.

Key Metrics

- **Total Revenue:** \$500,000
- **Units Sold:** 4,860
- **Average Order Value (AOV):** \$103
- **Customer Retention Rate:** 78% (up from 75% in July)
- **New Customer Acquisition:** 150 (up from 130 in July)
- **Gross Margin:** 45%

Recommendations

1. **Focus on Underperforming Regions:** Implement targeted marketing campaigns and improve supply chain management in the Western region to boost sales.
2. **Enhance Product Line:** Expand the successful "Eco-Gear" product line and introduce complementary products to capitalize on the current demand.
3. **Leverage Customer Insights:** Utilize data analytics to identify customer preferences and tailor promotions to enhance repeat purchases.
4. **Cross-Selling Strategies:** Continue to develop cross-selling strategies for accessories with core products to drive incremental revenue.

Conclusion

August 2024 was a positive month for Acme Corporation, marked by notable growth in sales and customer retention. However, addressing regional disparities and capitalizing on successful product lines will be crucial for sustaining this growth momentum in the coming months.