

**Acme Corporation**  
*Monthly Sales Report*  
*Report Period: July 2024*

## 1. Executive Summary

In July 2024, Acme Corporation achieved a total sales revenue of **\$455,000**, representing a **5% increase** compared to the previous month (June 2024: \$433,000). The total number of units sold increased by **6%** from 4,245 units in June to 4,500 units in July. The overall average order value (AOV) remained stable at **\$101**.

Key performance drivers included the initial success of the new product line "Eco-Gear" and the effectiveness of seasonal promotional campaigns. However, growth was tempered by challenges in the Western region and lower-than-expected sales in the fitness equipment category.

## 2. Sales Performance by Product

Product Category	Units Sold	Revenue	% Change (MoM)
<i>Eco-Gear</i>	1,250	\$125,000	N/A (New Launch)
<i>Smart Home Devices</i>	1,100	\$165,000	+3%
<i>Fitness Equipment</i>	900	\$105,000	+4%
<i>Accessories</i>	1,250	\$60,000	+5%
Total	4,500	\$455,000	+5%

### Insights:

- Eco-Gear** had a strong launch, contributing significantly to total revenue.
- Smart Home Devices** continued to grow steadily, reflecting consistent market demand.
- Fitness Equipment** showed slight growth but was below expectations due to increased competition and market saturation.
- Accessories** saw moderate growth due to effective cross-selling strategies.

### 3. Sales Performance by Region

Region	Units Sold	Revenue	% Change (MoM)
North	1,200	\$140,000	+6%
South	1,100	\$115,000	+4%
East	950	\$95,000	+5%
West	1,250	\$105,000	+3%
Total	4,500	\$455,000	+5%

Insights:

- **North region** demonstrated the highest revenue growth, benefiting from increased local promotions.
- **South and East regions** experienced steady growth due to stable customer demand and marketing efforts.
- **West region** showed slower growth, impacted by supply chain issues and heightened competition.

### 4. Key Metrics

- **Total Revenue:** \$455,000
- **Units Sold:** 4,500
- **Average Order Value (AOV):** \$101
- **Customer Retention Rate:** 75% (up from 72% in June)
- **New Customer Acquisition:** 140 (up from 125 in June)
- **Gross Margin:** 44%

### 5. Recommendations

1. **Capitalize on New Product Launch:** Continue to promote the "Eco-Gear" product line aggressively to maintain momentum.
2. **Address Supply Chain Challenges:** Improve logistics and inventory management, especially in the Western region, to avoid stockouts and delays.

3. **Enhance Competitive Positioning:** Strengthen promotional activities for the fitness equipment category to counter competition and attract more customers.
4. **Optimize Digital Marketing Efforts:** Expand online marketing campaigns to reach new customers and increase brand awareness.

## 6. Conclusion

July 2024 was a solid month for Acme Corporation, characterized by successful product launches and moderate sales growth. While the overall performance was positive, addressing regional disparities and improving competitive positioning in certain product categories will be essential for sustaining growth in the coming months.