Company’s name will be easy sale

Here is the company logo:



1-Business Process to Analyze

The report focuses on analyzing sales performance across different customer segments, products, and time periods. It provides insights into:

* Total revenue and sales trends
* Top-performing products and categories
* Customer segmentation and buying behavior
* Monthly and yearly sales comparisons

2-Purpose of the Report

The main goal of this report is to help business managers and analysts:

* Track sales trends over time
* Identify top-performing customer segments and products
* Understand revenue distribution across different regions and categories
* Compare current sales performance against previous periods
* Optimize marketing and sales strategies based on data-driven insights

3-End Users of the Report

The report is designed for:

* Sales Managers → To monitor revenue trends and identify top-selling products.
* Marketing Teams → To target high-value customer segments with promotions.
* Executives & Decision-Makers → To track overall business performance and set sales goals.
* Finance Teams → To analyze sales revenue and forecast future performance.

4-**.** Business Questions & Problems Addressed

The report helps answer key business questions such as:

* Which product categories generate the most revenue?
* Who are our top 10 customers by sales?
* Which customer segments contribute the most to our revenue?
* How do sales compare across different months and years?
* Which regions or markets are underperforming?
* What percentage of total sales comes from a specific product category?