

## **Sales Summary: August 01, 2025 to September 30, 2025**

### **Sales Performance:**

**Total revenue generated between August 1, 2025 and September 30, 2025 was 532500. A total of 35 transactions were recorded during this period. The top-selling products were External Hard Drives and Printers, with significant sales volumes. Udaykj3011@gmail.com stands out as a top customer, generating substantial revenue through numerous transactions.**

### **Insights:**

**External Hard Drives and Printers consistently ranked as top-selling products indicating strong demand. Cash on Delivery and UPI are preferred payment methods, with a nearly equal distribution, suggesting customer preference is diverse. Sales were spread across all regions, with no single region significantly outperforming others. There is a noticeable increase in sales towards the end of September, however more data is needed to confirm a trend.**

### **Recommendations:**

**To capitalize on high-demand products, consider increasing stock levels of External Hard Drives and Printers to prevent stockouts. Maintain a balance between Cash on Delivery and UPI payment options to cater to varied customer preferences. Explore targeted marketing campaigns focusing on the top-performing products, tailoring messages to specific regions if regional trends emerge with more data. Investigate the reason behind the increase in sales towards the end of September. Conduct further analysis with sales data from October onward to confirm this and to create accurate forecasts.**

Overall:

Sales performance between August 1, 2025 and September 30, 2025, demonstrates healthy revenue generation. Key products and customer segments have been identified. Further investigation and data collection are recommended to solidify trends and formulate accurate sales projections and strategies for optimal growth.

