

# Q1 SALES ANALYSIS REPORT

**Total Cost**  
**\$ 31,689,305.73**

**Total Sales**  
**\$ 44,365,028.02**

**Gross Profit**  
**\$ 12,675,722.29**

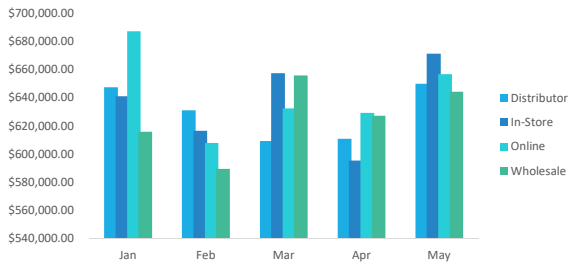
**Profit Margin (%)**  
**40.00%**

**Gross Margin (%)**  
**28.57%**

**MoM Growth (%)**  
0.000%

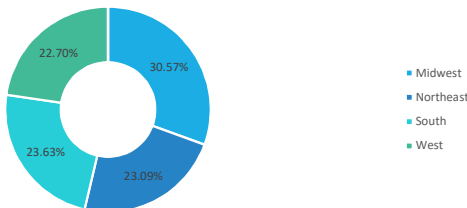
-5.643% 4.500% -3.614% 6.472%

Total Gross Profits Per Month by Sales Channel



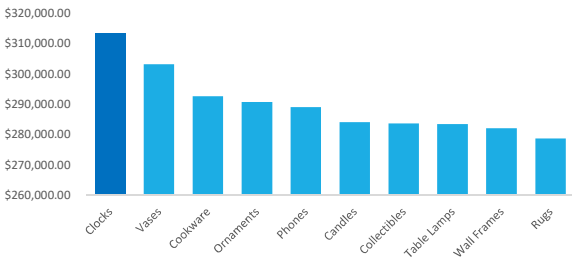
As compared over the months, Online sales channel generated the most profits in January but the least in February while In-store sales which held the third position in January is currently leading in profits. However, at the end of the Q1, both Distributor and Wholesale has an increased profits followed by Online and Distributor respectively.

% Sales Per Region



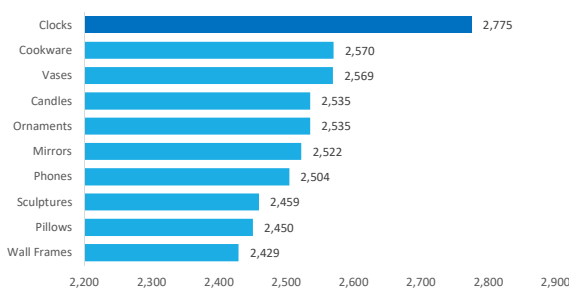
Across all four regions, the Midwest region has the highest percentage of sales at 30.57% followed by the South region at 23.63%. Although, with exceptions of Midwest, all regions have an evenly distributed sales record ranging from 22.70% to 23.63%.

Top 10 Highest Grossing Products



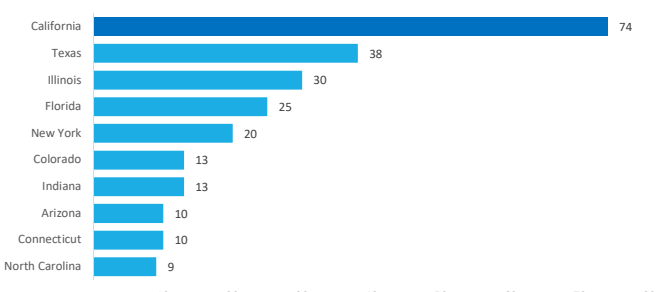
The product generating the highest gross profit is the Clock generating over \$310,000.00, followed by Vases at over \$300,000.00. Cookware, Ornaments and phones fall in the same range generating about \$290,000.00 while Candles, Collectibles, Table Lamps and Wallframes generates about \$280,000.00, while Rugs which is the top tenth product generates just a little less than \$280,000.00

10 Most Ordered Products



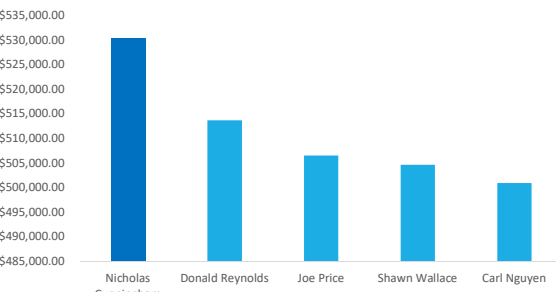
The most ordered product is Clock, followed by Cookware and Vases with almost 2800 and 2600 orders respectively. While Rug is a high profit grossing product, it however isn't among the top 10 most ordered profit.

Number of Store Locations per State



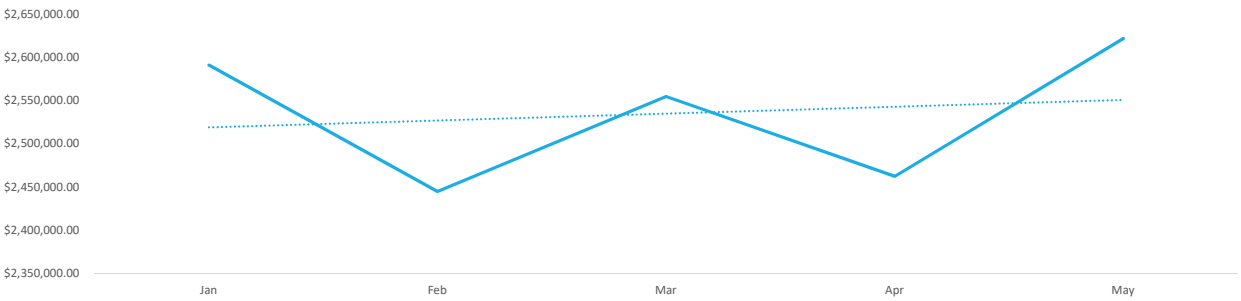
While over 30.57% profits are generated from the Midwest, there are about 74 stores in California. However, California falls under the West regions, which generates the least profits at 22.70%.

Top 5 Employees



Employee of the quarter will be Nicholas Cunningham who has made about\$530,000.00 in sales, leading with about \$65,500.00 over Douglas Tucker who has generated about \$463,000.00 in sales.

Trend of Monthly Sales



In the Q1 of the year, there is a positive - negative month-on-month (MoM) growth. January witnessed a significant high revenue,however there was a decline in February and also and increase in March. In the ongoing Q2, April also witnessed a decrease followed by an increase in May.