

KPI Summary Report

Sales & Revenue Overview — Generated February 21, 2026

Key Performance Indicators

Metric	Value
■ Total Revenue	\$3,301,008.67
■ Total Profit	\$1,515,704.76
■ Profit Margin	45.92%
■ Cust. Acq. Cost	\$287.44
■ Active Customers	158
■ Churned Customers	42
■ Retention Rate	79.0%

Revenue by Product

Product	Revenue	Profit
Product C	\$941,089.16	\$427,892.00
Product D	\$807,277.77	\$368,481.26
Product A	\$798,013.00	\$364,267.02
Product B	\$754,628.74	\$355,064.48

Top Salespeople

Salesperson	Revenue	Total Sales
Alice	\$763,897.22	111
Bob	\$688,282.80	101
David	\$657,959.79	99
Eva	\$628,121.19	95
Carol	\$562,747.67	94

Monthly Revenue Trend

Month	Revenue	Profit
2024-01	\$264,924.24	\$118,746.47
2024-02	\$324,167.07	\$149,491.00
2024-03	\$228,520.02	\$104,377.71

2024-04	\$231,071.75	\$104,746.53
2024-05	\$334,551.71	\$151,518.78
2024-06	\$196,491.96	\$89,321.58
2024-07	\$326,608.41	\$145,722.54
2024-08	\$323,926.73	\$145,948.82
2024-09	\$180,132.71	\$84,496.42
2024-10	\$334,106.04	\$163,149.42
2024-11	\$274,457.98	\$128,074.02
2024-12	\$282,050.05	\$130,111.47