

Sales Performance Report

Sales Performance Analysis Report

Generated on: 2025-08-22 21:25:46

Executive Summary

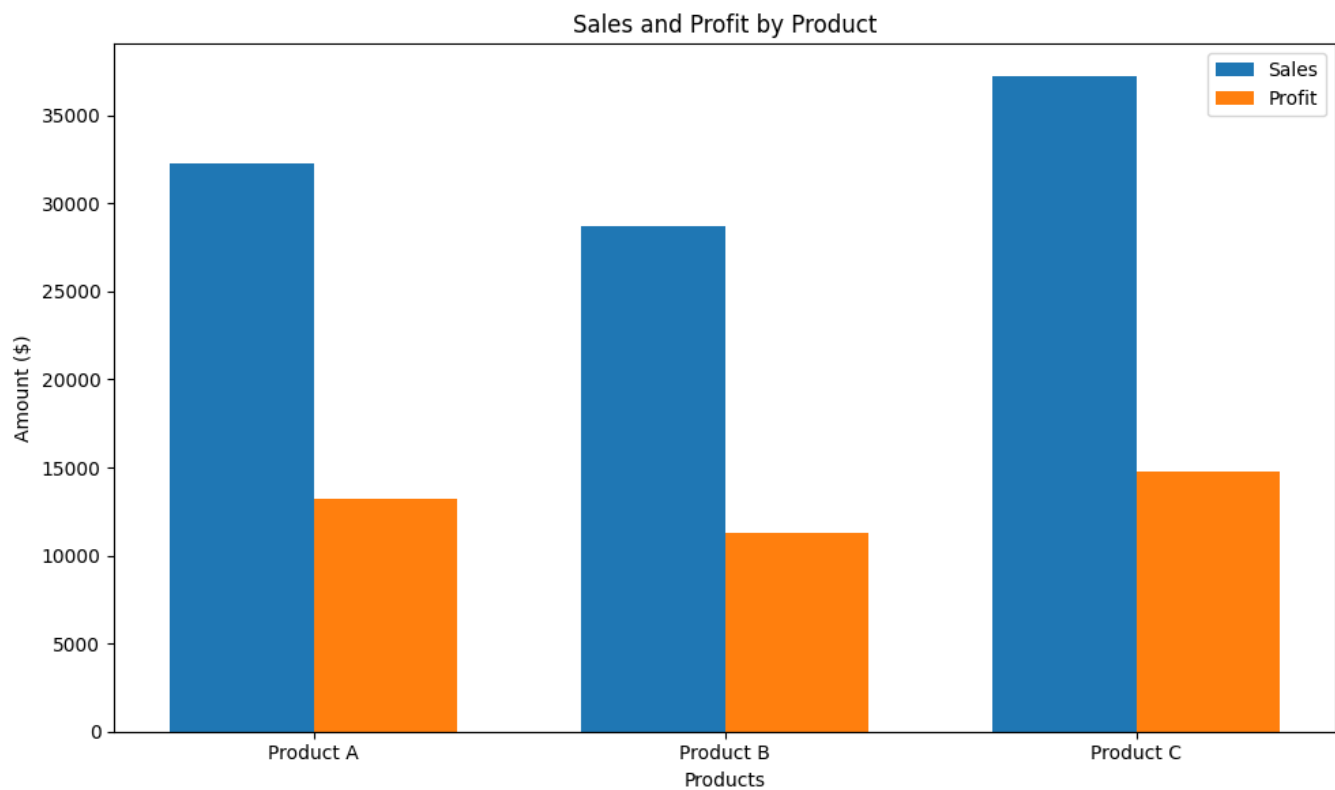
This report provides an analysis of sales performance across different products and regions.

Key Findings:

- Total Sales: \$98,200.00
- Total Expenses: \$58,900.00
- Total Profit: \$39,300.00
- Profit Margin: 40.02%

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Product Performance



Product Performance Details

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Product	Sales	Expenses	Profit	Margin (%)
Product A	\$32,300.00	\$19,100.00	\$13,200.00	40.87%
Product B	\$28,700.00	\$17,400.00	\$11,300.00	39.37%
Product C	\$37,200.00	\$22,400.00	\$14,800.00	39.78%

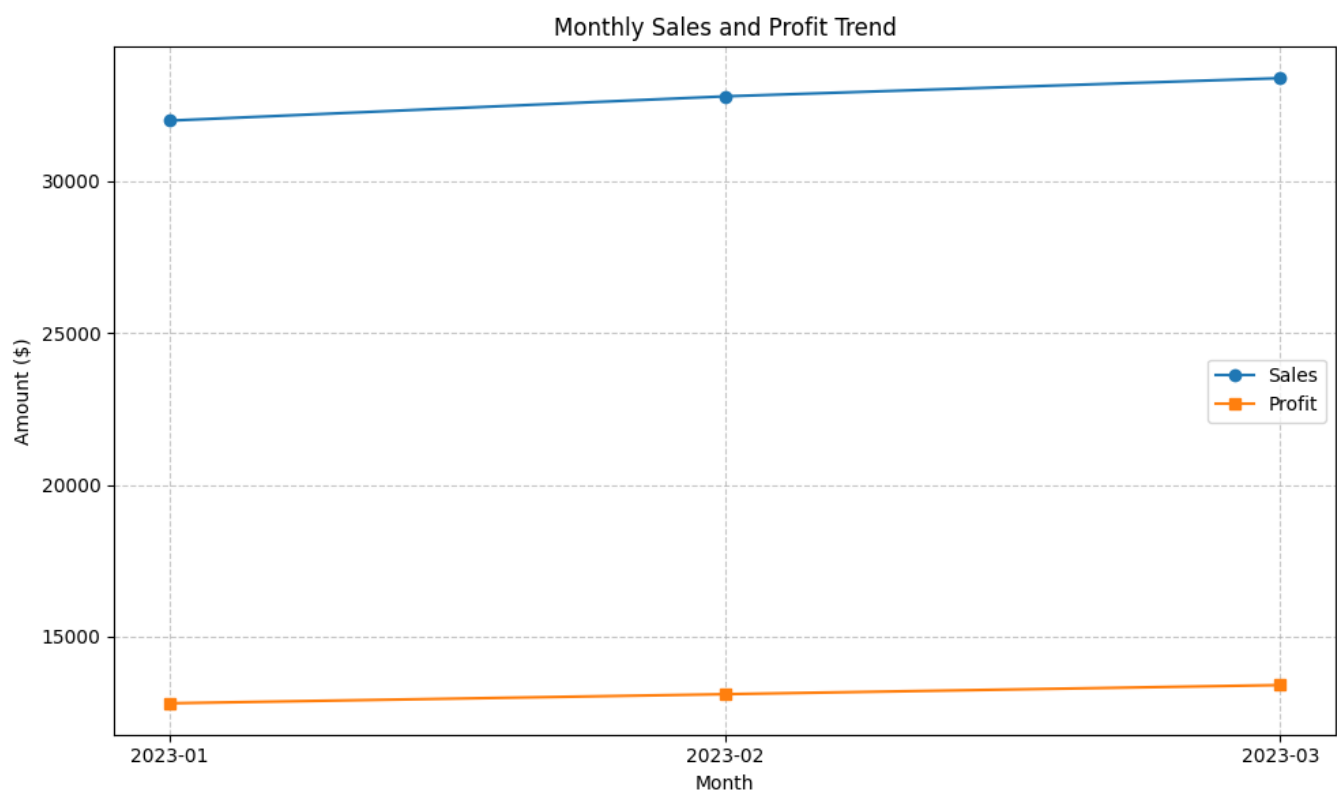
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Regional Performance

Region	Sales	Expenses	Profit	Margin (%)
North	\$47,800.00	\$28,550.00	\$19,250.00	40.27%
South	\$50,400.00	\$30,350.00	\$20,050.00	39.78%

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Monthly Trend Analysis



Monthly Performance Details

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Month	Sales	Expenses	Profit	Margin (%)
2023-01	\$32,000.00	\$19,200.00	\$12,800.00	40.00%
2023-02	\$32,800.00	\$19,700.00	\$13,100.00	39.94%
2023-03	\$33,400.00	\$20,000.00	\$13,400.00	40.12%

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Conclusion and Recommendations

Based on the analysis of the sales data:

1. The best performing product is Product C with a profit of \$14,800.00.
2. The product needing improvement is Product B with a profit of \$11,300.00.
3. The best performing region is South with a profit of \$20,050.00.
4. The overall profit margin is 40.02%, which is good.

Recommendations:

- Focus marketing efforts on Product C as it's the most profitable product.
- Investigate reasons for lower performance of Product B and develop improvement strategies.
- Expand operations in South region as it shows the highest profitability.
- Consider cost reduction strategies if profit margin remains below target.