

## JOHN AND SONS

31 DECEMBER,2024

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This report presents an overview of sales performance for the period 31 december,2024. It includes revenue details, product sales, and regional performance. The report also highlights key performance metrics and areas for improvement.

**Table 1: Sales Performance Overview**

Period	Total Sales (\$)	Growth (%)
January	10,000	-
February	12,500	+25%
March	15,000	+20%

→ **Observation:** Sales increased steadily, with the highest revenue recorded in March.

**Table 2: Product Performance**

Product Name	Units Sold	Revenue (\$)
Product A	500	5,000
Product B	400	4,800
Product C	600	6,200

→ **Observation: Product C** had the highest sales, contributing the most revenue.

## Sales by Region

- **North Region:** \$8,000 (40%)
- **South Region:** \$6,000 (30%)
- **East Region:** \$4,000 (20%)
- **West Region:** \$2,000 (10%)

→ **Observation:** The **North Region** had the highest sales, while the **West Region** had the lowest.

# Key Performance Metrics

Metric	Value
Total Revenue (\$)	15,000
Total Units Sold	1,500
Customer Growth (%)	10%
Sales Conversion (%)	5%

→ **Observation:** The business experienced steady growth, with a **10% increase in customers**.

- Sales are growing consistently, indicating a positive trend.
- Product C is performing well, and marketing efforts should focus on its promotion.
- West Region needs attention to improve sales performance.
- More customer engagement through promotions can boost future sales.