

Executive Sales Performance Review 2024



Executive Summary - 2024 Sales Performance

KPI Scorecard (Sales)

KPI Scorecard(Profit)

KPI Scorecard(Profit Margin)

KPI Scorecard(Order ID)

Year of Order Date, Meas..

2023, Profit

2023, Sales

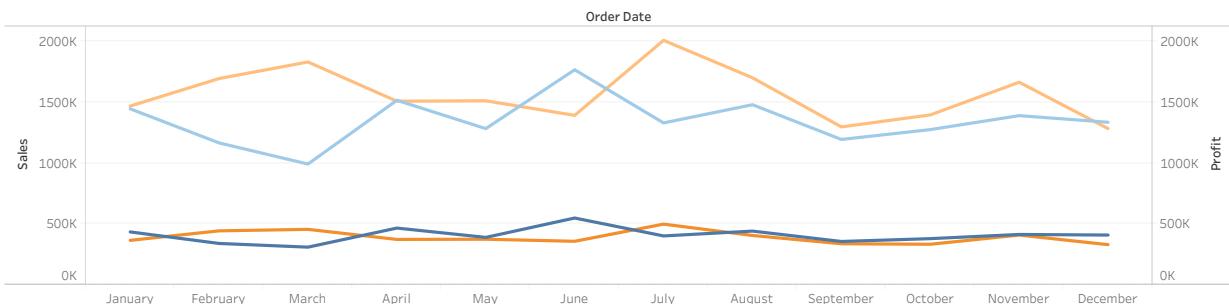
2024, Profit

2024, Sales

\$34,940,408 \$9,570,914 141,206 5,000

No Measure Value

Monthly Sales & Profit Trend: 2023 vs 2024



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Executive Summary ..	Regional Performance Analysis..	Product Category Analysis..	Customer Segment Trends..	Strategic Recommendations..
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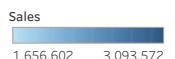
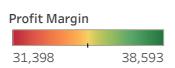
Regional Performance Analysis

Regional Sales Map



Regional Ranking Table

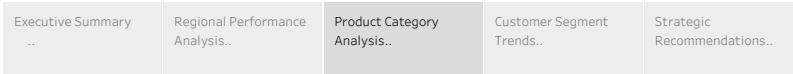
Region1	Sales
Asia Pacific	9,845,075
Europe	8,018,919
Latin America	8,584,458
North America	8,491,958



Regional Profit Bar Chart with YoY

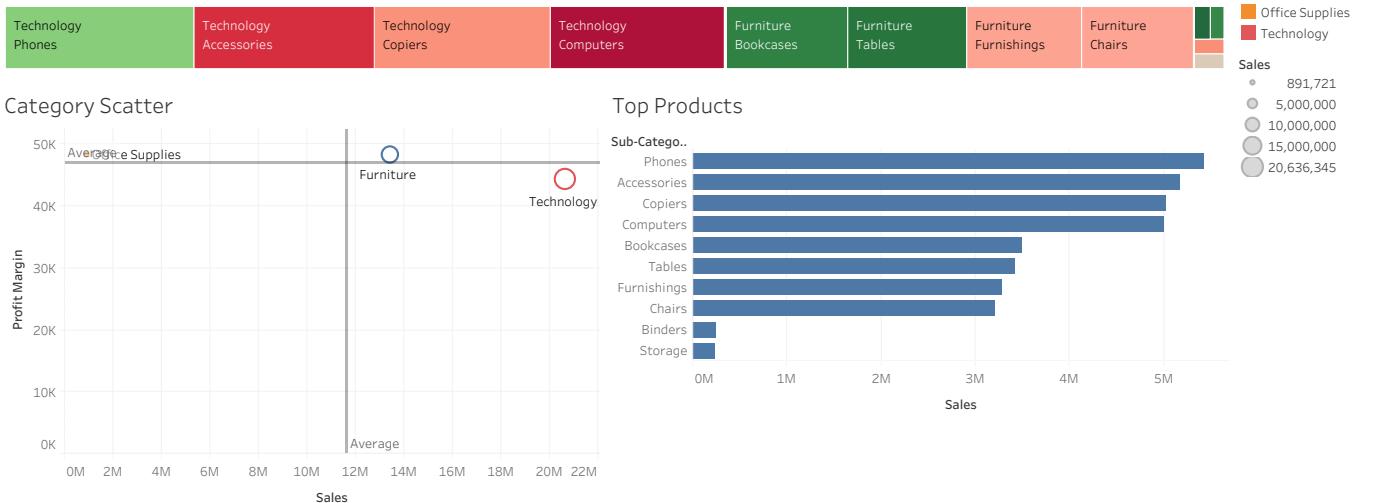


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Product Category Performance & Profitability

Sales Distribution by Category & Profitability

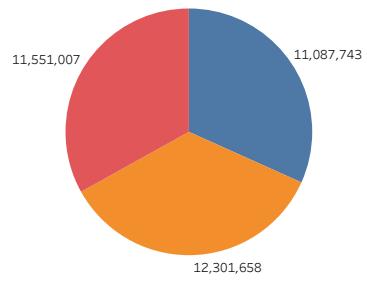


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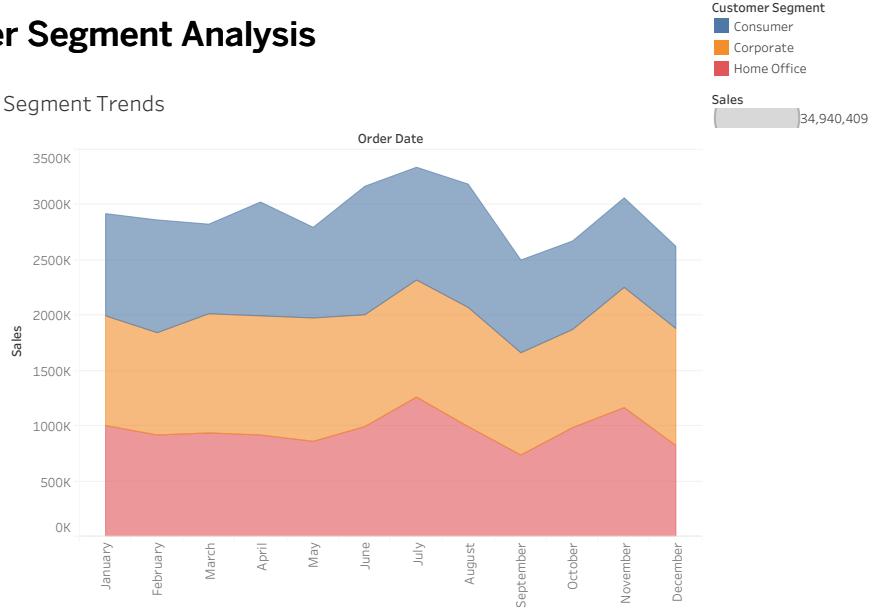
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Customer Segment Analysis

Sales by Customer Segment



Segment Trends



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Strategic Recommendations: Actions Required

CONCERN: Latin America Declining Margins

Country
■ Argentina
■ Brazil
■ Chile

Latin America Analysis



Action Items:

- Cap discounts at 10-15%
- Shift to Technology products
- Review sales team performance

OPPORTUNITY: Asia Pacific 40% Growth

Asia Pacific Growth



Action Items:

- Increase inventory by 30%
- Hire 2-3 additional sales reps
- Open new distribution center