

Executive Sales Performance Review 2024

Executive Summary ..	Regional Performance Analysis...	Product Category Analysis...	Customer Segment Trends...	Strategic Recommendations...
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Executive Summary - 2024 Sales Performance

KPI Scorecard (Sales)

\$34,940,408

KPI Scorecard(Profit)

\$9,570,9

KPI Scorecard(Profit
Margin)

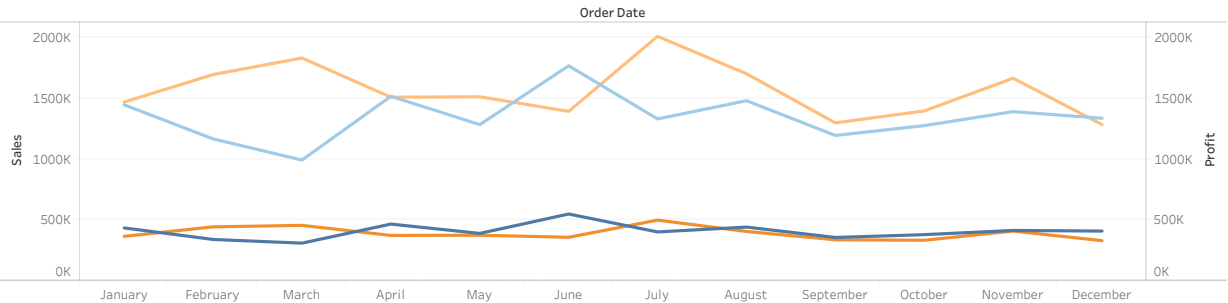
No Measure Value
141,206

KPI Scorecard(Order
ID)

5,000

Year of Order Date, Meas..
2023, Profit
2023, Sales
2024, Profit
2024, Sales

Monthly Sales & Profit Trend: 2023 vs 2024



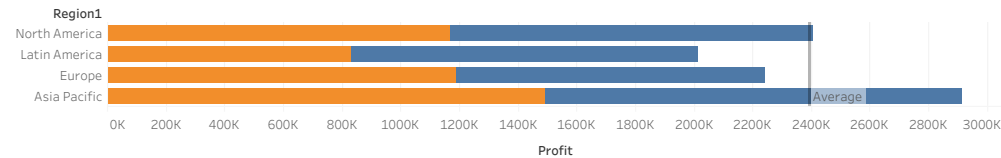
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Regional Performance Analysis

Regional Sales Map

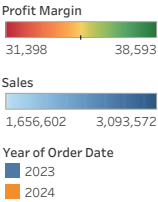


Regional Profit Bar Chart with YoY



Regional Ranking Table

Region1	9,845,075
Asia Pacific	2,909,241
	38,593
	11.92%
Europe	8,018,919
	2,243,608
	35,073
	31.43%
Latin America	8,584,458
	2,013,916
	31,398
	15.47%
North America	8,491,958
	2,404,213
	36,142
	7.94%



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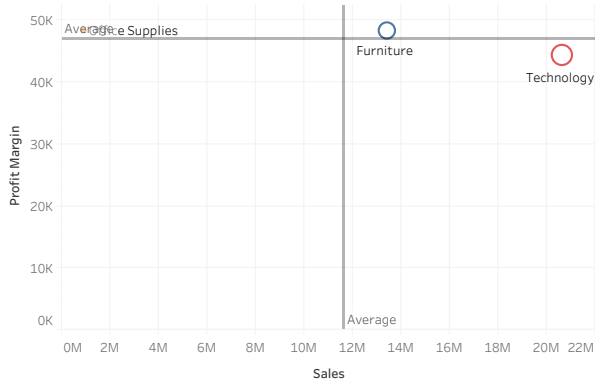
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Product Category Performance & Profitability

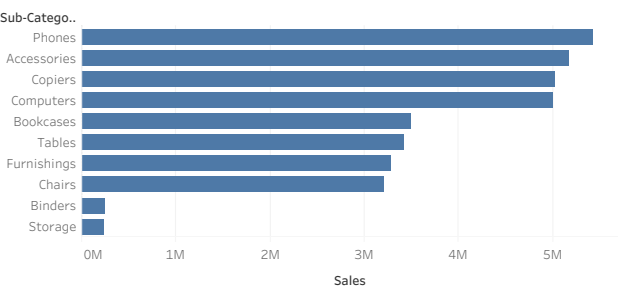
Sales Distribution by Category & Profitability



Category Scatter



Top Products

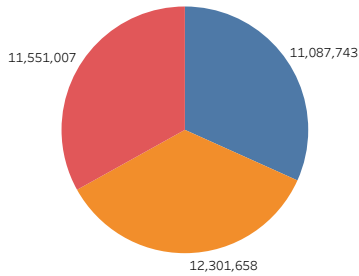


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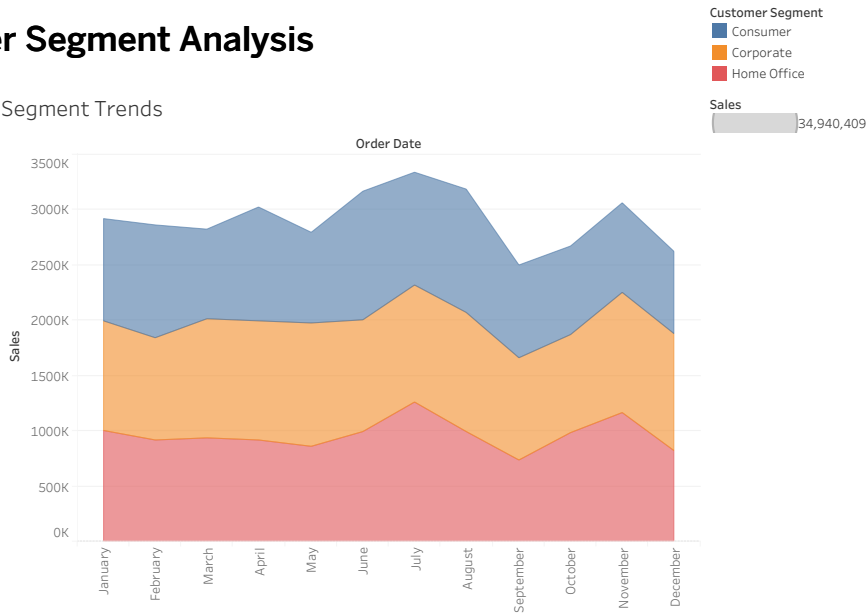
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Customer Segment Analysis

Sales by Customer Segment



Segment Trends



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Strategic Recommendations: Actions Required
CONCERN: Latin America Declining Margins

- Country
- Argentina
 - Brazil
 - Chile

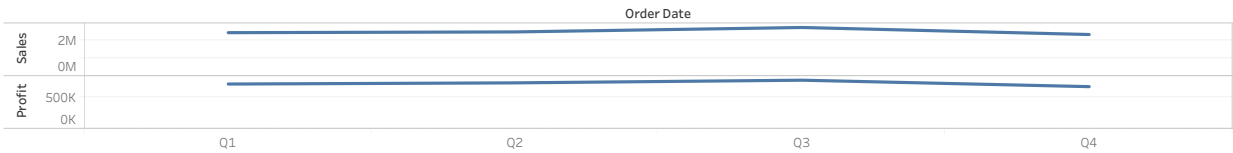
Latin America Analysis



- 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