📈 Sales Performance Report

Objective
The objective of this dashboard and report is to highlight the key sales metrics of the business. The focus is not on complexity, but on clarity surfacing the metrics that truly matter: revenue, units sold, AOV, and discount trends. This helps us understand how sales perform across time, products, categories, and regions.

Key Metrics Summary
- Total Revenue: ₦2,000,000
- Units Sold: 2,000
- Average Order Value (AOV): ₦1,151
- Notable Trend: Overall sales are declining over time.

Monthly Performance Overview
• January: 317 units sold | ₦283,000 revenue
• February: Slight increase to 314 units, but revenue peaked
• March: Revenue dropped by ~18% despite an increase to 328 units sold
• April: Highest revenue month despite fewer units (321); high discounts and AOV noted
• May & June: Revenue dropped again; sales remained relatively steady but weak

Top Products and Categories
- Top Product: Lexmark 4227 (~₦71,000)
- Other Leading Products: Fellowes PB500, Global Troy, Polycam
- Top Category: Technology (~₦700,000)

Regional Sales Performance
- Lord's City: ₦603,000 – Highest performing region
- Warsaw: ₦552,000 – Strong, but inconsistent
- Kwaku: ₦461,000
- Rocklaw: ₦36,000 – Lowest sales region

Weekly Sales Trends
Sales peak significantly on Saturdays across all regions. Weekday sales remain flat from Monday to Friday, with Sundays also being relatively quiet. This suggests a clear opportunity for weekend-focused promotions.

Key Observations
- Sales performance is inconsistent across months and cities.
- Highest revenue occurs in April, but this isn't sustained.
- Regions like Warsaw experience sharp monthly fluctuations (e.g., a significant drop in February).

- Even in high-performing regions like Lord's City, sales are spiky rather than steady.
- Increased unit sales don't always correspond with increased revenue.

Recommendations
- Review and optimize marketing strategies to drive more consistent sales.
- Investigate discounting policies and pricing models to protect margins.
- Increase staffing on Saturdays to meet peak demand and improve service.
- Investigate low-performing regions like Rocklaw and analyze the causes of sharp revenue drops in Warsaw.
- Explore targeted promotions for weekdays to even out sales distribution.

Conclusion
The business shows potential, but sales are irregular and heavily concentrated around short periods. This lack of consistency can hurt long-term growth and predictability. A data-driven approach to marketing, staffing, and inventory planning can help stabilize revenue and improve overall performance.