

Sales Performance Summary – 2023

The Sales Dashboard gives an overall impression of the company's business performance for 2023, exhibiting year-to-year growth in the most important metrics, subcategory breakdowns, and temporal patterns.

Key Performance Indicators (KPIs)

Total Sales:

- 📈\$733K, representing a 20.4% rise from 2022.
- 📈This positive development reflects robust market demand and efficient sales processes.

Total Profit:

- 📈\$93K, representing a 14.2% rise from last year.
- 📈Margins are in good shape, albeit just behind the growth in sales, and represent an area of possible cost leverage.

📈Total Quantity Sold:

- 📈12K units, a very impressive 26.8% increase over previous year.
- 📈This reflects considerable product distribution and customer base growth.

Subcategory Performance

- There were good sales in products like Phones, Chairs, Copiers, and Storage, which contributed significantly to top-line revenue growth.
- Profitability analysis indicates that most subcategories are generating positive returns, except for Tables, Accessories, and Machines, which have lost money, suggesting the need for strategic realignment—perhaps in terms of pricing, demand, or cost control.

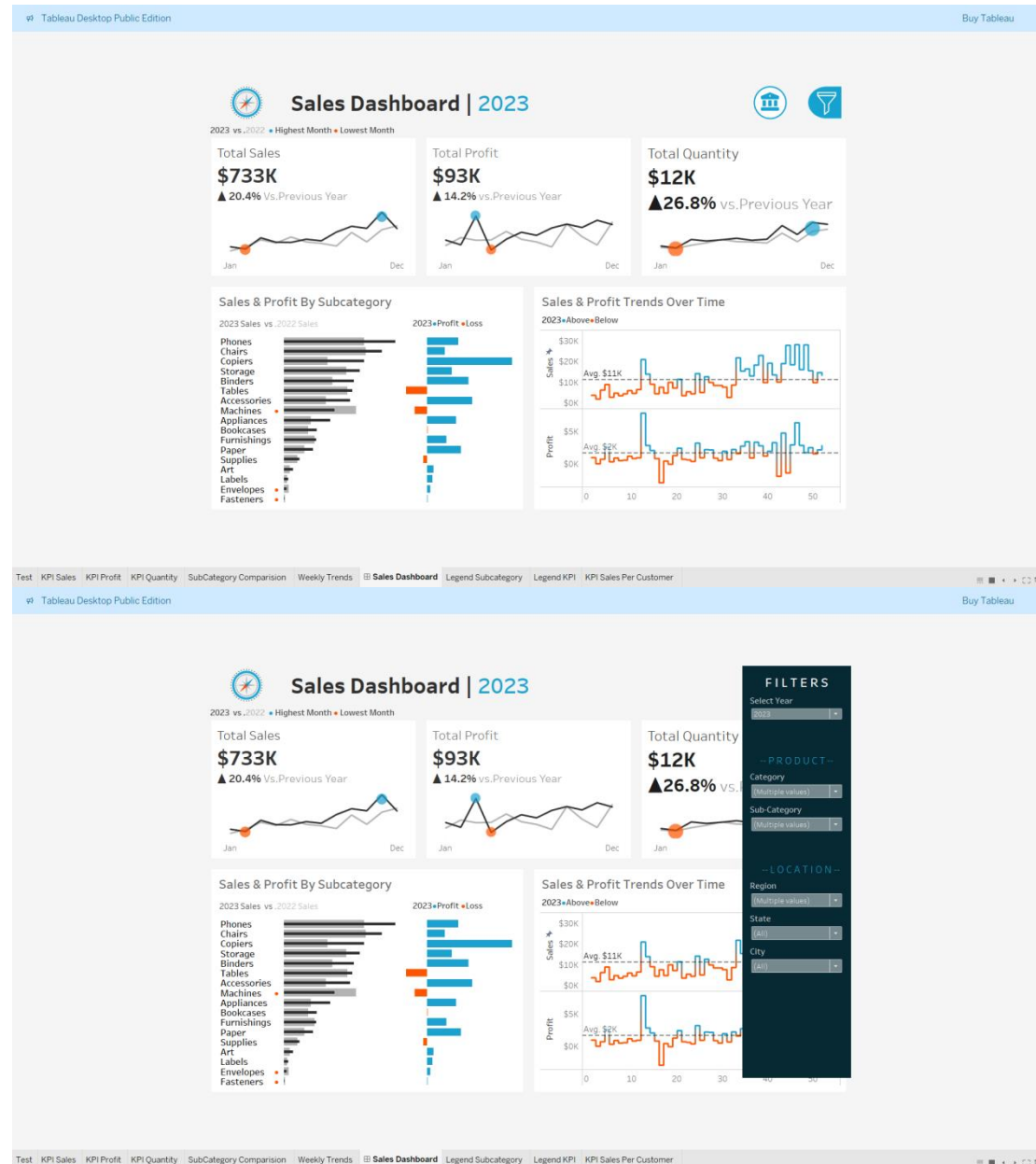
Trend Analysis (Weekly)

- Trends in sales and profits over the 52 weeks show stable performance with dramatic spikes in good periods.
- The weekly average sales were around \$11K, with average profits of \$2K.
- Visualization of above/below average periods gives actionable insight for future promotional planning and inventory management.

Strategic Insights

- The company exhibited strong growth across all key measures in 2023.
- Prior emphasis should be on:
- Maximizing underperforming product lines.
- Maintaining high-performing categories by focusing marketing efforts and resource investment.
- Utilizing trend data to recognize seasonal peaks to improve forecasting and supply chain preparedness.

Conclusion:



- 2023 was a solid year characterized by increases in revenue, sales volume, and profit. The company is poised to grow even larger in 2024 with a couple of targeted interventions in low-performing sections.

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