

# Annual Regional Sales Comparison Report

Year: 2023

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## Executive Summary

- Overall sales increased by 8% compared to the previous year.
- Region North achieved the highest sales growth, while Region South saw a minor decline.
- Year-over-year analysis shows strong performance in Q3 company-wide.

## Regional Sales Summary

Region	2022 Sales (\$M)	2023 Sales (\$M)	Change (%)
North	15.4	18.2	+18.2
South	11.0	10.8	-1.8
East	12.6	13.7	+8.7
West	9.8	10.9	+11.2

## Quarterly Breakdown (2023)

Quarter	North	South	East	West
Q1	4.1	2.6	3.2	2.5
Q2	4.4	2.7	3.4	2.8
Q3	5.0	2.8	3.7	2.9
Q4	4.7	2.7	3.4	2.7

## Analysis

The North region showed significant improvement driven by the introduction of new products and market expansion. Sales in the South region were slightly lower, mainly due to increased competition. The East and West regions maintained steady growth rates. Across all regions, Q3 yielded the highest revenue, consistent with seasonal demand patterns.

## Important Notes:

- This report is based on verified internal sales data for the stated years.
- All financial figures are presented in millions (USD).
- Comparative analysis should consider regional market conditions and seasonal trends.
- Ensure data accuracy and consistency when preparing similar reports in future periods.