

# Monthly Sales Performance Analysis Report

## Report Overview

This document provides an analysis of sales performance for the month of May 2024. The analysis covers key sales metrics, regional breakdowns, product performance, and highlights both achievements and areas needing attention.

## Key Sales Metrics

Metric	May 2024	April 2024	Month-on-Month Change
Total Sales Revenue	\$325,000	\$302,600	+7.4%
Units Sold	4,150	3,910	+6.1%
New Customers	180	143	+25.8%
Average Order Value	\$78	\$77	+1.3%

## Regional Sales Breakdown

Region	Revenue	Units Sold	% of Total Sales
North	\$95,000	1,190	29.2%
South	\$74,000	1,010	22.8%
East	\$82,000	1,065	25.2%
West	\$74,000	885	22.8%

## Top Performing Products

- SmartHome Pro 2.0** – 1,150 units sold, \$97,750 revenue
- EcoLight Bulb** – 950 units sold, \$29,450 revenue
- EnergyGuard Thermostat** – 880 units sold, \$60,720 revenue

## Achievements & Areas for Improvement

### Achievements

- Highest monthly sales revenue year-to-date.
- Significant growth in new customer acquisition.
- Successful launch and strong initial sales of SmartHome Pro 2.0.

### Areas for Improvement

- Sales in the West region remained flat; potential for improved outreach and follow-up.
- Average order value marginally increased; explore bundling opportunities for higher sales per transaction.

### Important Notes About This Report

- Monthly sales reports are vital for monitoring performance and guiding strategic decisions.
- Consistent structure allows comparative analysis across months and regions.
- Actionable insights should be highlighted for effective follow-up.
- Data accuracy and timely updates are essential for reliability.
- Tailor analysis depth and detail to target audience needs.

