

# Quarterly Retail Outlet Sales Review

## Document Overview

This document provides a comprehensive review of **ABC Retail Outlet's** sales performance for Q2 2024, highlighting key figures, comparisons to previous periods, and actionable insights for ongoing improvement.

## Summary of Sales Performance

Metric	Q2 2024	Q1 2024	Change (%)
Total Sales Revenue	\$420,500	\$405,000	+3.8%
Number of Transactions	8,200	7,950	+3.1%
Average Transaction Value	\$51.28	\$50.94	+0.7%
Top Selling Category	Beverages	Snacks	-
Peak Sales Month	May 2024	February 2024	-

## Comparative Category Breakdown

Category	Sales (Q2 2024)	Change from Q1
Beverages	\$124,000	+7.2%
Snacks	\$97,500	-1.3%
Personal Care	\$55,000	+5.0%
Household	\$41,200	+2.6%
Others	\$102,800	+2.0%

## Key Observations

- Sustained growth was observed in the Beverages and Personal Care categories, likely due to targeted promotions and increased foot traffic.
- Snacks sales slightly declined; customer feedback indicates a need to diversify the range or refresh product lines.
- Peak sales month shifted to May, coinciding with local marketing campaigns and seasonal product launches.

## Action Points & Recommendations

- Continue leveraging promotions for beverages and explore cross-category bundling opportunities.
- Analyze slow-moving SKUs in Snacks for potential delisting or replacement.
- Enhance staff training on upselling during peak hours.
- Prepare for Q3 by planning back-to-school and holiday promos.

## Important Notes

- Quarterly Sales Reviews help identify trends and measure progress against business goals.
- Consistent category and period comparisons enable informed strategic decision-making.
- Inclusion of actionable insights and recommendations is crucial for continuous improvement.
- This document should be reviewed by relevant managers and shared with key stakeholders.