

# Product-wise Sales Performance Report

Report Period: January 1, 2024 – March 31, 2024  
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## Executive Summary

This report presents the sales performance of each product category during the specified period. The analysis helps identify trends, best-performing products, and areas for improvement.

## Product-wise Sales Performance Table

PRODUCT	UNITS SOLD	SALES VALUE	TARGET	ACHIEVEMENT (%)	GROWTH VS. PREVIOUS PERIOD
Product A	2,100	\$42,000	\$40,000	105%	+7%
Product B	1,850	\$37,000	\$38,000	97%	-2%
Product C	950	\$19,000	\$20,000	95%	+10%
Product D	650	\$13,000	\$15,000	87%	-5%

## Key Insights

- Product A led sales, surpassing its target with a positive growth trend.
- Product C showed the highest growth compared to the previous period.
- Products B and D underperformed against their targets and last period.

## Important Notes

- Ensure data integrity by validating sales entries before analysis.
- Compare performance against credible targets and previous periods for better context.
- Use visual highlights for anomalies or exceptional performance where possible.
- Regularly update this report structure to accommodate new metrics as business needs evolve.