

# Sales Revenue Analysis - Monthly Review

Period: June 2024

## Executive Summary

The total sales revenue for June 2024 amounted to \$295,000, representing a 7% increase compared to the previous month. Key growth drivers included the launch of the new digital subscription and increased sales in Region East. Overall profit margin remained stable at 24%.

## Sales Revenue by Product

Product	Revenue (\$)	Change (%)
Product A	120,000	+5%
Product B	68,000	+11%
Product C	44,000	-3%
Product D (New)	28,000	N/A

## Sales Revenue by Region

Region	Revenue (\$)	Change (%)
North	72,000	+2%
South	61,000	+4%
East	92,000	+14%
West	70,000	-1%

## Trend Highlights

- Strongest growth in Region East, largely due to increased customer acquisition.
- Product B surpassed projected targets owing to new promotional campaign.
- Product C declined slightly, attributed to higher market competition.
- Overall profit margin remains healthy and stable despite increased operational costs.

## Important Notes

- Sales Revenue Analysis helps identify trends and areas that require strategic focus.
- Regular monthly reviews are essential for informed forecasting and resource allocation.
- Consistent data categorization (by product, region, etc.) enhances actionable insights.
- Include both summary and detailed breakdowns for comprehensive understanding.