

January 2024

Sales Tracker Report

QBD Dev CSV

Sales Trends
Product & Region Analytics
Orders Analysis

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Company Valuation Report Purpose

A visual understanding of data.

Sales analysis involves examining and evaluating various aspects of products sold by a business to gain insights into their performance, popularity, profitability, and other key metrics. This analysis helps businesses make informed decisions about their product offerings, marketing strategies, inventory management, and future directions. Here are some steps and elements involved in sales product analysis:

Sales Volume:

Assess the quantity of each product sold over a specific period. Understanding which products are top sellers and which ones are slow-moving helps in making inventory and marketing decisions.

Sales Profitability:

Analyze the revenue generated by each product and calculate the profit margins. This analysis helps in identifying the most profitable products and those that may need pricing adjustments or cost optimizations.

Product Performance Metrics:

Consider various performance metrics like average order value and cost associated with each product. This data aids in understanding the effectiveness of products in driving sales and customer engagement.

Seasonal and Trend Analysis:

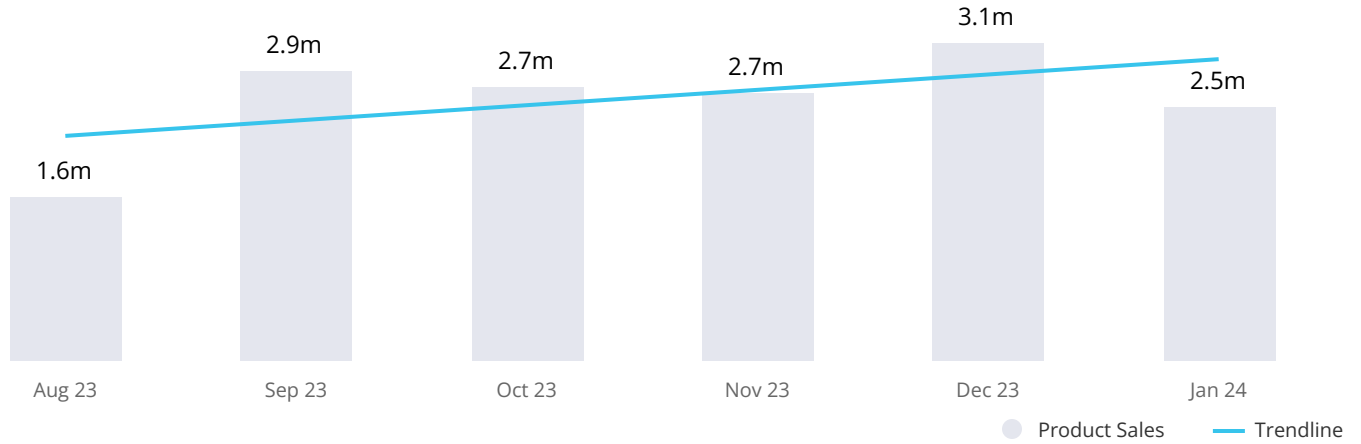
Identify any seasonal variations or trends that impact the sales of specific products. Understanding these patterns helps in planning promotions, stocking inventory, and forecasting demand accurately.

Sales product analysis is an ongoing process that involves collecting and analyzing data from various sources like sales reports, customer feedback, and market research. By leveraging this analysis, businesses can optimize their product strategies, enhance customer satisfaction, and drive overall growth.

Sales Trends

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Sales Seasonality & Trends

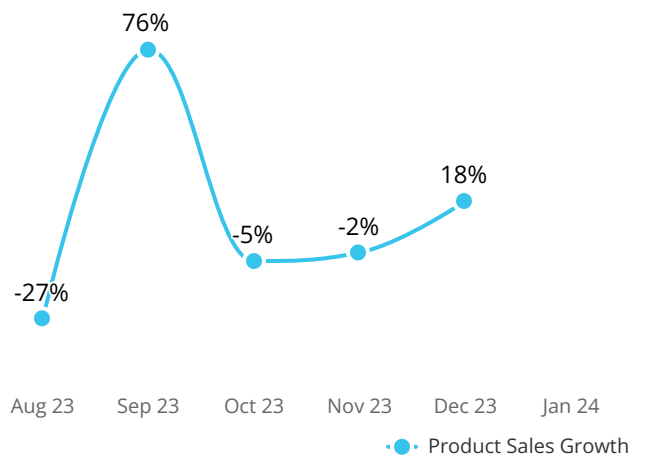


Product Sales	Product Sales YTD	Number of Orders	Number of Orders YTD
\$2.5m	\$2.5m	110.8k	110.8k
↓ January 2024: Product Sales were \$614.8k lower than December 2023.		↑ January 2024: Number of Orders were 46.1k higher than December 2023.	

Sales Averages

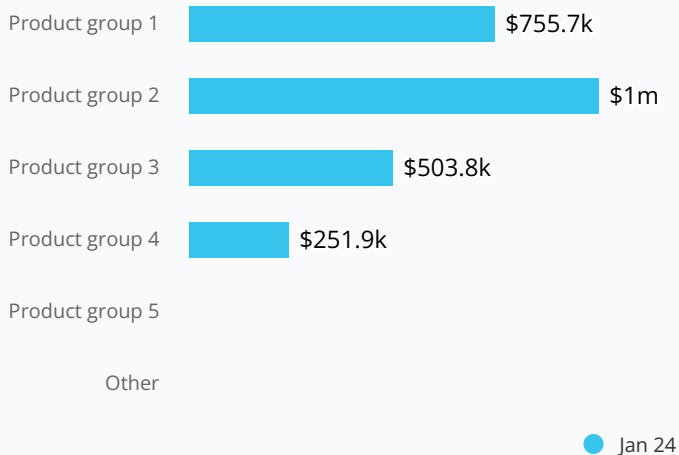
	Jan 24
Product Sales	2,519,153
Rolling 12 Month Average	2,460,405
Variance	▲ 58,748
Rolling 6 Month Average	2,583,074
Variance	▼ -63,921
Rolling 3 Month Average	2,769,975
Variance	▼ -250,822

Sales Growth

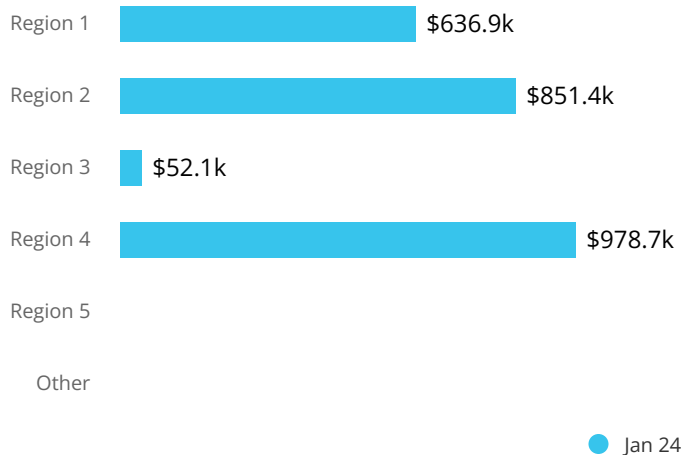


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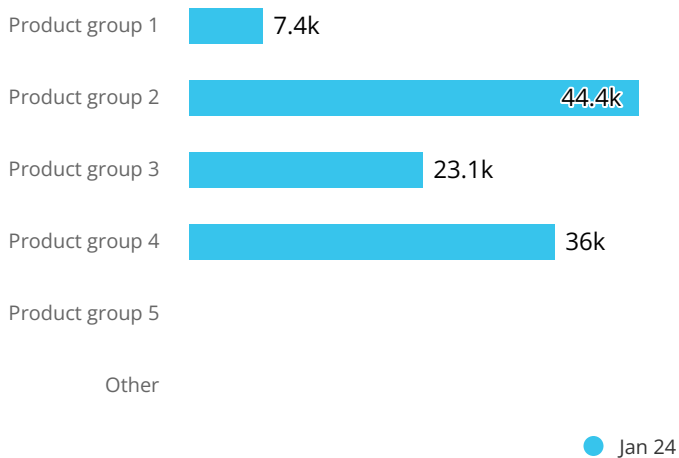
Product Sales



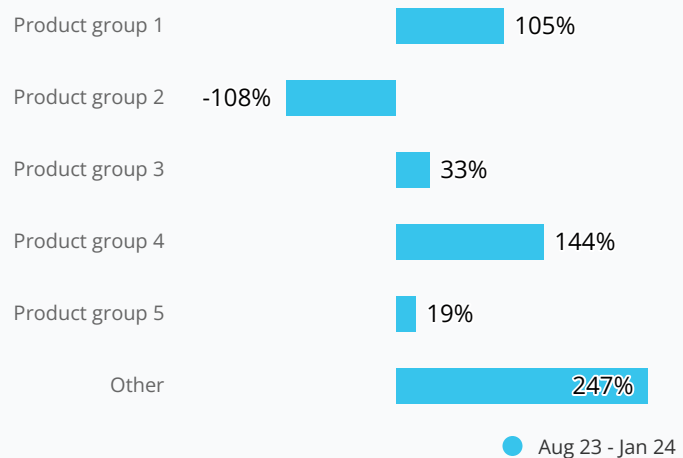
Regional Sales



Number of Orders



Profit Margins



Sales Growth by Product

Product group 1 Product group 2 Product group 3 Product group 4 Product group 5 Other

● Jan 24

Orders Analysis

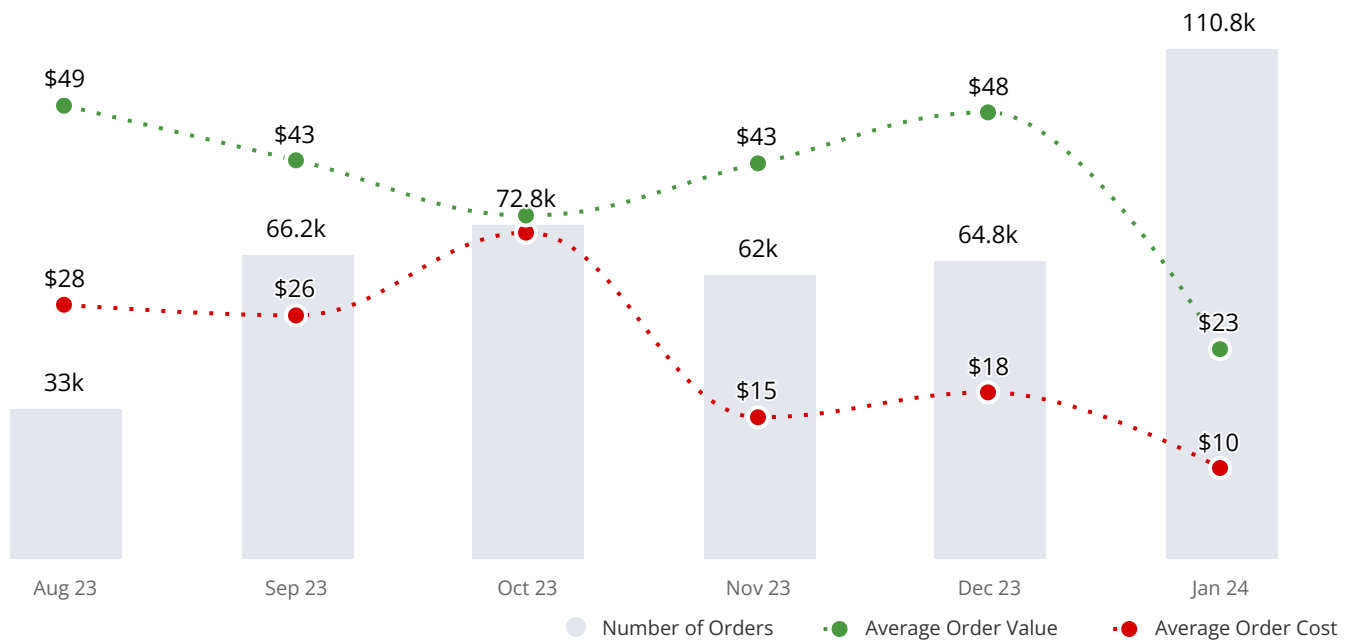
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Average Order Value

\$23

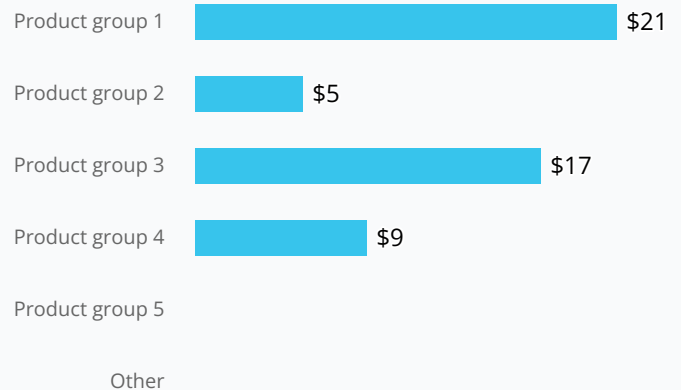
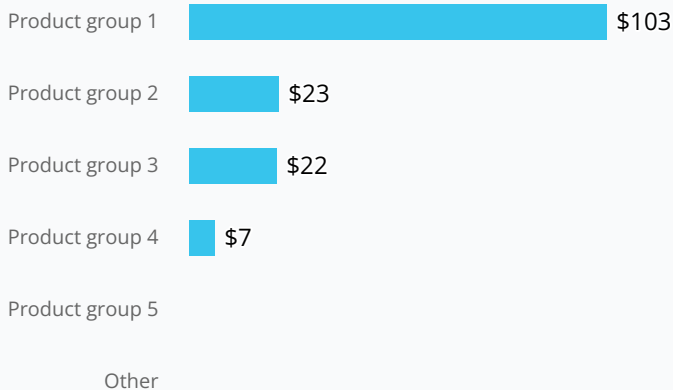
Average Order Value (AOV) is a crucial metric that measures the average amount of money earned each time a customer places an order. Monitoring and optimizing AOV is essential for maximizing revenue, improving customer engagement, and enhancing overall profitability.

Average Order Trends



Average Order Value

Average Order Cost



● Jan 24

● Jan 24