

# Detailed Sales Report Template with KPI Tracking

Our **sales report template** offers comprehensive KPI tracking to help you monitor performance and drive growth. Designed for clarity and efficiency, it provides detailed insights into sales metrics and trends. Easily customize it to fit your business needs and enhance decision-making.

## Sales Summary & KPI Overview

KPI	Current Period	Previous Period	Change (%)	Target	Status
Total Sales (\$)	125,000	112,000	+11.6%	130,000	On Track
New Customers	48	39	+23.1%	50	On Track
Average Deal Size (\$)	2,100	1,950	+7.7%	2,000	Achieved
Sales Conversion Rate	19%	16%	+3 pts	20%	On Track
Churn Rate	6.5%	7%	-0.5 pts	<6%	Needs Improvement

## Dive Deeper: Monthly Sales Trend

Month	Total Sales (\$)	New Customers	Conversion Rate	Churn Rate
January	35,000	15	16%	7.5%
February	42,000	18	18%	6.8%
March	48,000	22	20%	5.2%

## Key Insights & Recommendations

- Sales growth** is steady; focus on reaching target by boosting Q2 promotions.
- Customer acquisition** improving, consider scaling outreach campaigns.
- Conversion rate** and **deal size** show positive movement-continue with current sales tactics.
- Churn rates** need monitoring; consider new retention strategies.

Template customized for your business. For more detailed analytics, export this report to Excel or integrate with your CRM.