

# Monthly Sales Report

The **monthly sales report** provides a comprehensive overview of sales figures and trends, highlighting individual sales rep performance for targeted insights. This analysis helps identify top performers and areas needing improvement, enabling data-driven decision making. Regular review of the report optimizes sales strategies and enhances overall team productivity.

## Sales Performance Overview

Sales Rep	Total Sales (\$)	Sales Target (\$)	Performance (%)	Status
Alice Johnson	35,400	30,000	118%	Top Performer
Brian Chen	27,800	30,000	93%	On Track
Carla Rivera	30,500	30,000	102%	Met Target
David Kim	22,300	30,000	74%	Needs Improvement
Elena Petrova	19,600	30,000	65%	Below Target

## Analysis & Recommendations

- **Alice Johnson** exceeded her target by 18%, making her the month's top performer.
- **Carla Rivera** met her sales target and shows consistent performance.
- **Brian Chen** is slightly under target; consider supporting with targeted leads or training to boost his performance.
- **David Kim** and **Elena Petrova** are below expectations-additional support and performance reviews recommended.

## Summary

Overall, total team sales reached **\$135,600** against a target of **\$150,000** (90%). Focusing on underperforming reps and leveraging the strategies of top performers can help reach future sales goals.