

Sales Performance Report: Product Category Comparison

The **sales performance report** provides a detailed comparison of product categories, highlighting trends and revenue contributions. It enables businesses to identify top-performing products and areas needing improvement. This analysis supports strategic decision-making to optimize sales outcomes.

Summary Table: Sales by Product Category (Q1 2024)

Category	Revenue (\$)	Units Sold	Growth vs. Q4 2023	Revenue % of Total
Electronics	\$150,000	1,250	▲ 12%	45%
Clothing	\$90,000	2,300	▲ 5%	27%
Home & Garden	\$50,000	950	▼ -8%	15%
Toys & Games	\$35,000	600	▼ -15%	10%
Other	\$8,500	210	—	3%

Key Insights

- Electronics** remains the top-performing category with the highest revenue and fastest growth rate.
- Toys & Games** saw the most significant decline, indicating a potential need for promotional efforts or product refresh.
- Clothing** continues steady growth, suggesting consistent demand.
- Home & Garden** experienced a mild decline, possibly due to seasonal trends.

This report is designed to aid strategic decisions and highlight areas for further investigation to improve overall sales performance.