

Daily Sales Analysis Report

Fast-Moving Consumer Goods (FMCG)

The **daily sales analysis report** for fast-moving consumer goods provides critical insights into product performance and customer buying patterns. This report enables businesses to track sales trends, identify top-selling items, and optimize inventory management. Timely analysis supports informed decision-making to boost sales and reduce stockouts.

Key Metrics

- Total Sales Volume: **7,830 units**
- Total Revenue: **\$256,450**
- Top-Selling Products:
 1. Instant Noodles
 2. Bottled Water
 3. Snack Bars
- Regions with Highest Sales:
 - Midtown
 - South District
- Out-of-Stock Items: **2 (Energy Drinks, Toothpaste)**

Comparison vs Previous Day

Metric	Today	Yesterday	Change
Total Units Sold	7,830	7,250	+8%
Total Revenue (\$)	256,450	239,200	+7.2%
Stockouts	2	4	-50%

Recommendations

- Replenish out-of-stock fast-moving items immediately to avoid lost sales.
- Expand stock for top-selling products in high-demand regions.
- Monitor customer purchase patterns for future demand forecasting.

Prepared by Sales Analytics Team — Sunday, January 11, 2026