

Monthly Sales Report

E-commerce Business

Reporting Period: June 2024

This **monthly sales report** sample provides a detailed overview of an e-commerce business's performance, highlighting key metrics such as total revenue, average order value, and customer acquisition. It helps stakeholders track growth trends and identify opportunities for improvement. Using this report ensures data-driven decision-making to optimize sales strategies effectively.

Key Performance Metrics

Metric	June 2024	May 2024	Change
Total Revenue	\$125,000	\$112,000	+11.6%
Total Orders	2,560	2,300	+11.3%
Average Order Value	\$48.83	\$48.70	+0.3%
New Customers	690	600	+15.0%
Returning Customers	450	430	+4.7%

Sales Breakdown by Category

Category	Revenue	Orders
Electronics	\$40,000	740
Apparel	\$35,000	900
Home & Living	\$28,000	600
Health & Beauty	\$22,000	320

Key Insights & Opportunities

- Revenue Growth:** Achieved a notable increase in both total revenue and order volume compared to the previous month.
- Customer Acquisition:** Significant growth in new customers suggests effective marketing and outreach strategies.
- Category Trends:** Electronics and Apparel continue to be top-performing categories. Opportunities exist to further drive sales in Home & Living.
- Retention:** Returning customer rate grew modestly; consider implementing loyalty programs to further increase repeat purchases.

Recommendations

- Focus on targeted campaigns to sustain new customer acquisition.
- Enhance loyalty programs to boost retention among existing customers.
- Invest in high-performing product categories while exploring strategies to grow underperforming ones.
- Continue to monitor average order value and optimize cross-selling opportunities.