

Sales Analysis Report

Year-Over-Year Comparison

The **sales analysis report** provides a comprehensive overview of sales performance with a detailed year-over-year comparison. It highlights trends, growth patterns, and key metrics to support strategic decision-making. This report enables businesses to identify opportunities and improve sales strategies effectively.

Year	Total Sales (\$)	Units Sold	Growth (%)
2022	1,100,000	21,500	N/A
2023	1,280,000	24,900	+16.4%

Key Insights

- Sales increased by 16.4%** compared to the previous year.
- Unit sales grew by 15.8%, indicating expanding market reach.
- Highest growth observed during Q3, correlating with new product launches.

Recommendations

- Focus on marketing campaigns in high-performing quarters to maximize returns.
- Expand the product range to sustain growth momentum.
- Monitor underperforming regions for targeted improvement strategies.

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Date: June 2024