

Monthly Sales Performance Report

Month:

Prepared by:

Date:

Executive Summary

Sales Overview

Metric	Target	Actual	Variance
Total Sales	_____	_____	_____
New Customers	_____	_____	_____
Returning Customers	_____	_____	_____
Conversion Rate	_____	_____	_____
Average Order Value	_____	_____	_____

Top Performing Products

Product	Units Sold	Revenue	% Total Sales
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Sales by Region

Region	Target	Actual Sales	Variance
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Challenges & Notes

