Retail Sales Performance Report

Report Period: .... Store Location:

....

Prepared By: .... Date:

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1. Summary Metrics

KPI	Target	Actual
Total Sales		
Number of Transactions		
Average Transaction Value		
Conversion Rate		

2. Sales by Product Category

Category	Target Sales	Actual Sales	Units Sold

3. Sales by Staff

Staff Name	Target Sales	Actual Sales	Transactions

4. Notes / Comments