

Retail Sales Analysis Report

Report Overview

Prepared by: _____
Date: _____

This report provides an analysis of retail sales performance for the specified period. It includes key sales metrics, trends, and actionable insights to support business decisions.

Summary

Total Sales	Total Transactions	Average Transaction Value	Top Product
_____	_____	_____	_____

Sales Performance by Category

Category	Units Sold	Sales Value	Contribution (%)
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Sales Trend Analysis

Insert sales trend chart or graph here.

- Highlight key trends or seasonal changes.
- Note spikes or declines with explanation.

Top Performing Products

Product Name	Units Sold	Sales Value
_____	_____	_____
_____	_____	_____
_____	_____	_____

Recommendations & Next Steps

- _____
- _____
- _____

Notes
