**[A picture containing text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11456&utm_source=integrated+content&utm_campaign=/content/monthly-sales-report-templates&utm_medium=Simple+Monthly+Sales+Report+doc+11456&lpa=Simple+Monthly+Sales+Report+doc+11456&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)SIMPLE SALES ANALYSIS REPORT TEMPLATE**

|  |  |  |
| --- | --- | --- |
| SALES MANAGER NAME |  | DATE |
| Colin I. |  | 02/08/28 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| SALES REPORT | | | | | | | | |  |  |
| **CURRENT MONTH** | | | | |  | | **PREVIOUS MONTH** | | | | |
|  | **PLANNED** | **ACTUAL** | **VARIANCE** |  | |  | | **PLANNED** | **ACTUAL** | **VARIANCE** |
| Sales Volume | $45,000.00 | $46,000.00 | $(1,000.00) |  | | Sales Volume | | $66,000.00 | $46,000.00 | $20,000.00 |
| Total Revenue | $65,000.00 | $63,000.00 | $2,000.00 |  | | Total Revenue | | $65,000.00 | $63,000.00 | $2,000.00 |
| Sales Margin | 16% | 25% | -9% |  | | Sales Margin | | 16% | 25% | -9% |
| Total Orders | 14 | 17 | -3 |  | | Total Orders | | 14 | 17 | -3 |
| Average Order Value | $25.00 | $25.00 | $ - |  | | Average Order Value | | $25.00 | $25.00 | $ - |
| Other | $14.00 | $15.00 | $ (1.00) |  | | Other | | $14.00 | $15.00 | $(1.00) |
|  | $ - | $ - | $ - |  | |  | | $ - | $ - | $ - |
|  | $ - | $ - | $ - |  | |  | | $ - | $ - | $ - |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| YEAR-TO-DATE SALES | |  |  |  |  |  |  |
|  | **PLANNED** | **ACTUAL** | **VARIANCE** |  | **Sales Performance Summary** | On target for annual goals | |
| Sales Volume | $150,000.00 | $132,000.00 | $18,000.00 |  | **Notable SWOT Elements** | | |
| Total Revenue | $260,000.00 | $152,000.00 | $108,000.00 |  | *Strengths* | Regular customer outreach | |
| Sales Margin | 16% | 25% | -9% |  | *Challenges* | Staffing nights and weekends | |
| Total Orders | 14 | 17 | -3 |  | *Opportunities* |  | |
| Average Order Value | $25.00 | $25.00 | $ - |  | *Threats* |  | |
| Other | $14.00 | $15.00 | $ (1.00) |  | **Recommendations** |  | |
|  | $ - | $ - | $ - |  |
|  | $ - | $ - | $ - |  |

**SIMPLE SALES ANALYSIS REPORT TEMPLATE**

|  |  |  |
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| SALES MANAGER NAME |  | DATE |
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| SALES REPORT | | | | | | | | |  |  |
| **CURRENT MONTH** | | | | |  | | **PREVIOUS MONTH** | | | | |
|  | **PLANNED** | **ACTUAL** | **VARIANCE** |  | |  | | **PLANNED** | **ACTUAL** | **VARIANCE** |
| Sales Volume |  |  |  |  | | Sales Volume | |  |  |  |
| Total Revenue |  |  |  |  | | Total Revenue | |  |  |  |
| Sales Margin |  |  |  |  | | Sales Margin | |  |  |  |
| Total Orders |  |  |  |  | | Total Orders | |  |  |  |
| Average Order Value |  |  |  |  | | Average Order Value | |  |  |  |
| Other |  |  |  |  | | Other | |  |  |  |
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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| YEAR-TO-DATE SALES | |  |  |  |  |  | |  | | |
|  | **PLANNED** | **ACTUAL** | **VARIANCE** |  | **Sales Performance Summary** |  | | | | |
| Sales Volume |  |  |  |  | **Notable SWOT Elements** | | | | | |
| Total Revenue |  |  |  |  | *Strengths* |  | | | | |
| Sales Margin |  |  |  |  | *Challenges* |  | | | | |
| Total Orders |  |  |  |  | *Opportunities* |  | | | | |
| Average Order Value |  |  |  |  | *Threats* |  | | | | |
| Other |  |  |  |  | **Recommendations** |  | | | | |
|  |  |  |  |  |
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