April 2026

Monthly Sales Report

Prepared by **Olivia Hart**
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For the Board · May 5, 2026

REVENUE	ORDERS	AVG. ORDER VALUE	NEW CUSTOMERS
615,400.00	**5,495**	**111.99**	**673**
+4.8% vs. March	+3.2% vs. March	+1.6% vs. March	+10.9% vs. March

Revenue and order values are in GBP.

Revenue trend

MONTH	REVENUE	AMOUNT
November		506,200.00
December		529,700.00
January		566,100.00
February		543,700.00
March		587,200.00
April		615,400.00

Highlights

- April was the strongest month of the last six, with revenue up 4.8% on March
- Continental Europe grew 9.1%, the fastest of the four regions
- Stand Mixer Pro led sales with 522 units
- Three of five reps beat their quota, led by Harriet Cole at 119%

Sales by region

REGION	SHARE OF REVENUE	REVENUE	SHARE	CHANGE
England		292,900.00	47.6%	+4.3%
Scotland and Wales		192,000.00	31.2%	+4.8%
Ireland		91,100.00	14.8%	+4.6%
Continental Europe		39,400.00	6.4%	+9.1%

Top products

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
1	**Stand Mixer Pro**	Appliances	522	**156,078.00**	25.4%
2	**Cast Iron Skillet Set**	Cookware	1,400	**119,000.00**	19.3%
3	**Chef Knife Collection**	Cutlery	562	**101,160.00**	16.4%
4	**Linen Table Set**	Textiles	669	**63,555.00**	10.3%

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
5	**Espresso Machine**	Coffee	111	**46,620.00**	7.6%

Sales team

REP	DEALS	REVENUE	QUOTA
Harriet Cole	31	**113,500.00**	**119%**
Owen Doyle	28	**102,800.00**	**114%**
Amira Hassan	24	**89,700.00**	**106%**
Callum Reid	21	**78,000.00**	**92%**
Elise Fontaine	18	**67,700.00**	**85%**

Pipeline outlook

Open pipeline	**1,360,000.00**
Win rate	**26%**
Avg. sales cycle	**33 days**
Forecast (May)	**640,000.00**

Next steps

- Expand the appliances range in Continental Europe, the fastest growing region
- Review pricing on textiles, where margins fell by 1.4 points
- Coach the two reps under quota on late-stage deal handling

Figures cover orders invoiced between April 1 and April 30, 2026, net of returns and discounts. Quota attainment is measured against each rep's monthly target.