October 2026

Monthly Sales Report

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

REVENUE	ORDERS	AVG. ORDER VALUE	NEW CUSTOMERS
704,200.00	**5,820**	**121.00**	**713**
+6.7% vs. September	+5.0% vs. September	+1.6% vs. September	+10.9% vs. September

Revenue and order values are in GBP.

Revenue trend

MONTH	REVENUE	AMOUNT
May		568,900.00
June		595,300.00
July		636,200.00
August		611,200.00
September		660,000.00
October		704,200.00

Highlights

- October was the strongest month of the last six, with revenue up 6.7% on September
- Continental Europe grew 12.8%, the fastest of the four regions
- Stand Mixer Pro led sales with 597 units
- Three of five reps beat their quota, led by Harriet Cole at 118%

Sales by region

REGION	SHARE OF REVENUE	REVENUE	SHARE	CHANGE
England		335,200.00	47.6%	+6.0%
Scotland and Wales		219,700.00	31.2%	+6.7%
Ireland		104,200.00	14.8%	+6.3%
Continental Europe		45,100.00	6.4%	+12.8%

Top products

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
1	**Stand Mixer Pro**	Appliances	597	**178,503.00**	25.3%
2	**Cast Iron Skillet Set**	Cookware	1,602	**136,170.00**	19.3%
3	**Chef Knife Collection**	Cutlery	643	**115,740.00**	16.4%
4	**Linen Table Set**	Textiles	766	**72,770.00**	10.3%

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
5	**Espresso Machine**	Coffee	127	**53,340.00**	7.6%

Sales team

REP	DEALS	REVENUE	QUOTA
Harriet Cole	35	**129,900.00**	**118%**
Owen Doyle	32	**117,600.00**	**112%**
Amira Hassan	28	**102,600.00**	**108%**
Callum Reid	24	**89,300.00**	**89%**
Elise Fontaine	21	**77,500.00**	**82%**

Pipeline outlook

Open pipeline	**1,560,000.00**
Win rate	**27%**
Avg. sales cycle	**33 days**
Forecast (November)	**730,000.00**

Next steps

- Expand the appliances range in Continental Europe, the fastest growing region
- Review pricing on textiles, where margins fell by 2.0 points
- Coach the two reps under quota on late-stage deal handling

Figures cover orders invoiced between October 1 and October 31, 2026, net of returns and discounts. Quota attainment is measured against each rep's monthly target.