March 2026

Monthly Sales Report

Prepared by **Grace Ellison**
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For the Leadership Team · April 5, 2026

REVENUE	ORDERS	AVG. ORDER VALUE	NEW CUSTOMERS
842,600.00	**6,106**	**138.00**	**748**
+6.2% vs. February	+4.5% vs. February	+1.6% vs. February	+11.0% vs. February

Revenue and order values are in USD.

Revenue trend

MONTH	REVENUE	AMOUNT
October		683,900.00
November		715,600.00
December		764,800.00
January		734,700.00
February		793,400.00
March		842,600.00

Highlights

- March was the strongest month of the last six, with revenue up 6.2% on February
- East Coast grew 12.1%, the fastest of the four regions
- Trail Running Shoe led sales with 1,781 units
- Three of five reps beat their quota, led by Dana Holloway at 120%

Sales by region

REGION	SHARE OF REVENUE	REVENUE	SHARE	CHANGE
Western States		401,100.00	47.6%	+5.6%
Mountain States		262,900.00	31.2%	+6.2%
Midwest		124,700.00	14.8%	+5.9%
East Coast		53,900.00	6.4%	+12.1%

Top products

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
1	Trail Running Shoe	Footwear	1,781	213,720.00	25.4%
2	Insulated Jacket	Apparel	776	162,960.00	19.3%
3	Two-Person Tent	Camping	407	138,380.00	16.4%
4	Hiking Backpack 40L	Packs	580	87,000.00	10.3%

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
5	**Water Filter Bottle**	Accessories	1,414	**63,630.00**	7.6%

Sales team

REP	DEALS	REVENUE	QUOTA
Dana Holloway	42	**155,400.00**	120%
Ravi Menon	38	**140,700.00**	113%
Sofia Lindqvist	33	**122,800.00**	107%
Tyler Brooks	29	**106,800.00**	89%
Mei Tanaka	25	**92,700.00**	84%

Pipeline outlook

Open pipeline	**1,860,000.00**
Win rate	**25%**
Avg. sales cycle	**32 days**
Forecast (April)	**870,000.00**

Next steps

- Expand the footwear range in East Coast, the fastest growing region
- Review pricing on packs, where margins fell by 1.3 points
- Coach the two reps under quota on late-stage deal handling

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