

Sales By Month Comparison Report

This report takes your sales (broken down by month) from one period and compares them with sales (again broken down by month) from a second period.

January 2006 to December 2006
January 2007 to December 2007

Date		Sale Count	Average Sale	Before Discounts	Discounts	After Discounts
January 2006	The number of retail sales recorded each month.	171	\$70.07	\$12143.19	\$161.22	\$11981.97
January 2007		185	\$77.80	\$14413.79	\$20.00	\$14393.79
February 2006	The average sale value for each month.	201	\$68.13	\$13760.73	\$66.60	\$13694.13
February 2007		213	\$76.37	\$16335.21	\$69.00	\$16266.21
March 2006	The value of all sales before discounts.	182	\$59.30	\$10793.13	\$0.00	\$10793.13
March 2007		236	\$72.71	\$17173.76	\$14.20	\$17159.56
April 2006	Total discounts recorded each month.	244	\$80.28	\$19827.85	\$239.53	\$19588.32
April 2007		257	\$87.59	\$22548.43	\$37.80	\$22510.63
May 2006	Total sales after discounts each month.	283	\$80.30	\$22757.70	\$31.50	\$22726.20
May 2007		304	\$87.46	\$26770.64	\$182.80	\$26587.84
June 2006		219	\$64.10	\$14036.93	\$0.00	\$14036.93
June 2007		288	\$89.46	\$25776.08	\$11.60	\$25764.48
July 2006	We see more sales in July 2007 than July 2006.	111	\$78.01	\$8659.61	\$0.00	\$8659.61
July 2007		126	\$85.67	\$10814.62	\$20.20	\$10794.42
August 2006	We see a larger average sale values in 2007.	138	\$72.67	\$10028.41	\$0.00	\$10028.41
August 2007		141	\$91.24	\$12871.84	\$7.00	\$12864.84
September 2006		237	\$92.75	\$21990.67	\$9.00	\$21981.67
September 2007		245	\$105.81	\$25991.45	\$68.00	\$25923.45
October 2006	We see more total sales in 2007 than 2006.	132	\$78.69	\$10418.99	\$32.00	\$10386.99
October 2007		188	\$86.79	\$16332.16	\$15.80	\$16316.36
November 2006		156	\$75.33	\$11800.28	\$48.80	\$11751.48
November 2007		180	\$86.40	\$15592.57	\$41.40	\$15551.17
December 2006		194	\$88.59	\$17186.46	\$0.00	\$17186.46
December 2007		217	\$99.22	\$21530.74	\$0.00	\$21530.74
Totals	Totals and averages from Period One.	2268	\$908.23	\$173403.95	\$588.65	\$172815.30
Averages		189.00	\$75.69	\$14450.33	\$49.05	\$14401.28
Totals	Totals and averages from Period Two.	2580	\$1046.52	\$226151.29	\$487.80	\$225663.49
Averages		215.00	\$87.21	\$18845.94	\$40.65	\$18805.29

This report takes just seconds to create and shows you the most important long term trends (sale count, average sale value and total sale value) at a glance. In this report we see that everything is headed in the right direction - we're seeing more sales and bigger average sales in 2007 versus 2006!

This florist is clearly doing something right! In 2007 they made a concerted effort to take full advantage of the marketing & selling features in FloristWare. The result? Higher average sale values (15%) and more sale transactions (13%) for a total increase in sales of 30%!