

## Qoyoud Company Sales Performance Analysis – May 2024

Employee Name:

Job Title:

Timeline:

Attention: .....(Reporting Authority)

Objective	This report aims to analyze the sales performance of Qoyod Accounting Company during May 2024 in the Saudi market, based on application sales data, subscription rates, and customer trends.
Performance Summary	<b>Total Revenue:</b> XXX SAR (X% increase/decrease from the previous month). <b>Number of New Subscriptions:</b> XXX Subscriptions (X% growth compared to April 2024). <b>Customer Retention Rate:</b> XX% (X% improvement/decrease compared to the previous month). <b>Top Performing Sectors:</b> (Retail Sector), New Subscribers Location: (Riyadh, Jeddah)
Sales Analysis by Category	<b>Monthly Subscriptions:</b> X,X subscriptions, representing X% of total revenue. <b>Annual Subscriptions:</b> Accounted for X% of total revenue, with a renewal rate of X%. <b>Premium Packages:</b> Increased by X% compared to the previous month, as customers showed interest in additional features such as (billing management, integration with other systems).
Positive Trends	<b>Increase in subscriptions from small businesses as a result of digital marketing campaigns.</b> <b>Positive engagement with May promotions, resulting in increased conversions from trial to paid subscription. UI improvements that enhanced customer experience.</b>

**Important Notes:**

Qoyod’s sales have seen significant growth in May 2024, driven by increased subscriptions and product improvements. However, enhancing marketing, user experience, and expanding technology features will be key to continuing this growth and achieving future sales targets.

signature

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