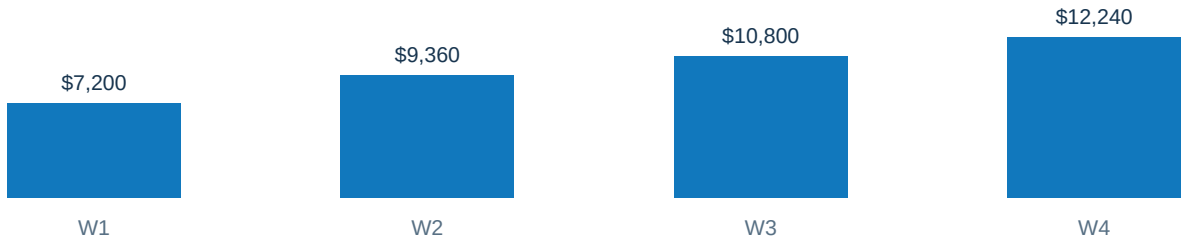
SALES SNAPSHOT

Four weeks of steady growth

$39,600
Total revenue

+70%
Week 1 to Week 4



Week	Orders	Revenue	Order value
1	120	$7,200	$60
2	156	$9,360	$60
3	180	$10,800	$60
4	204	$12,240	$60

The signal

Revenue increased every week, reaching $12,240 in Week 4. Across the period, 660 orders produced $39,600. Average order value stayed at $60 each week, so the revenue increase came from order volume rather than larger purchases.

What to investigate next

- Which channels brought the additional orders?
- Did margin and fulfillment cost change as volume grew?
- How many customers returned for a second purchase?

What this table cannot tell us

The data does not include acquisition cost, refunds, profit, or customer retention. Growth is verified; its causes and profitability remain open questions.

Calculation audit

- Total revenue = 7,200 + 9,360 + 10,800 + 12,240 = $39,600.

- Total orders = 120 + 156 + 180 + 204 = 660. Weighted average order value = $39,600 / 660 = $60.

- Week-to-week revenue growth = 30.0%, 15.4%, and 13.3%. Revenue is still growing, but the percentage growth rate is slowing.

- Period growth = ($12,240 - $7,200) / $7,200 = 70%. This is a first-to-last-week comparison, not monthly or annual growth.

Decision memo for the sales lead

Protect service quality before increasing acquisition spend. The added 84 weekly orders deserve a capacity check, while unchanged order value suggests volume is the only observed growth driver. Keep the current plan until channel cost, contribution margin, and repeat-purchase data are available; this dataset alone cannot justify a budget increase.

A practical next analysis

- Join orders to channel and campaign, using a stable order ID and excluding duplicates.

- Add refunds and fulfillment cost, then compare contribution margin by week and channel.

- Split new and returning customers; use the same observation window for both groups.

- Create a weekly review with orders, net revenue, contribution margin, and delivery exceptions. Set targets after a baseline is available.

Quality checks before sharing

The four rows contain no missing amounts and each revenue/order ratio equals $60. Currency is assumed to be USD from the supplied data. Tax treatment, order cancellations, and whether revenue is gross or net were not supplied; confirm these before using this report for financial decisions.