

# Monthly Statistics Report

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## Title Page

**Report Title:** Monthly Business Performance Statistics Report – February 2025

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## Abstract

This report provides an analysis of the company's performance metrics for February 2025, including sales revenue, customer engagement, operational costs, and employee productivity. The objective is to identify trends, evaluate key performance indicators (KPIs), and offer data-driven insights for decision-making.

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## Introduction

Background: Tracking monthly business performance helps management identify strengths and weaknesses while making data-driven improvements. This report evaluates financial, customer, and operational metrics to assess overall efficiency.

Objectives: To analyze revenue growth, customer retention, operational expenditures, and employee performance compared to previous months.

Scope: The report focuses on company-wide performance data for February 2025, using comparative statistics from January 2025.

## Methodology

Data Collection: Data was gathered from internal financial reports, customer relationship management (CRM) systems, and employee productivity tracking tools.

Data Analysis: Descriptive and inferential statistical methods were applied, including trend analysis and performance comparisons with the previous month.

## Results

### Sales Performance:

- Total revenue for February was **\$2.5 million**, a **5% increase** from January.
- Online sales accounted for **60%** of total revenue, with a **10% rise** in e-commerce transactions.

### Customer Engagement:

- Customer retention rate was **85%**, showing a slight improvement over January's **83%**.
- Average customer satisfaction score increased from **4.2 to 4.4** (out of 5).

### Operational Costs:

- Total operating expenses were **\$1.2 million**, a **2% increase** from January.

- Marketing expenses increased by **8%**, primarily due to digital ad campaigns.

#### Employee Productivity:

- Employee efficiency index improved by **3%**, with a notable increase in task completion rates.
- The average working hours per employee remained stable at **40 hours per week**.

Charts and graphs visualize revenue trends, customer retention rates, and productivity levels for better insight.

## Discussion

The report highlights continued business growth, particularly in online sales and customer retention. While marketing expenses have risen, the return on investment justifies the cost increase. Operational efficiency improvements suggest that workflow optimizations are having a positive impact.

## Conclusion

The company performed well in February, with notable improvements in sales, customer satisfaction, and productivity. Moving forward, it is recommended to optimize marketing expenditures and explore strategies for further improving operational efficiency.

## References

- Internal Financial Reports (February 2025)
- CRM System Data
- Employee Productivity Metrics

## **Appendices**

A1. Revenue Breakdown by Product Category

A2. Marketing Campaign Performance Data

A3. Detailed Customer Feedback Analysis