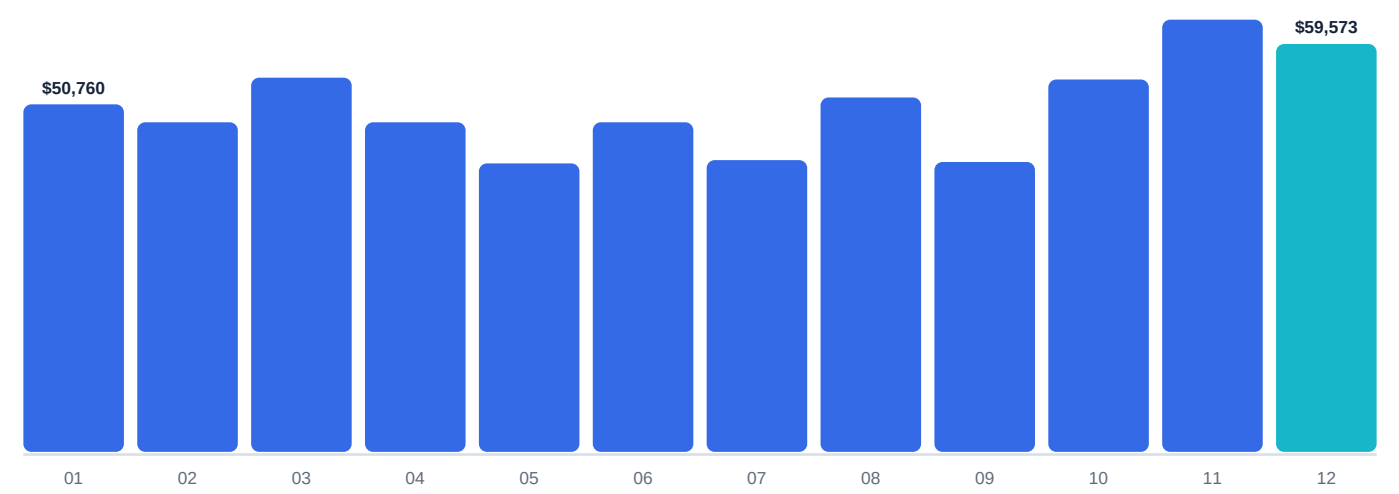


Sales Insight Audit

Executive overview

NET REVENUE \$1,146,885 Accepted rows only	GROSS PROFIT \$501,873 43.8% margin	YOY GROWTH +11.9% 2025 vs 2024 revenue	ACCEPTED ROWS 1,195 Unique and valid orders
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Monthly revenue - last 12 months



Decision-ready findings

- Top product: Atlas Pro generated 28.2% of net revenue.
- Best region: East contributed 32.1% of revenue.
- Online channel share reached 41.8% across the two-year ledger.
- 44 high-value order(s) were flagged for review, not silently removed.

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Product and market mix

Product performance

PRODUCT	UNITS	REVENUE	PROFIT	MARGIN
Atlas Pro	1,347	\$323,797	\$133,520	41.2%
Vertex Hub	861	\$275,443	\$111,624	40.5%
Orbit Kit	1,265	\$219,522	\$94,961	43.3%
Nova Lite	1,711	\$196,996	\$92,328	46.9%
Pulse Mini	1,709	\$131,127	\$69,440	53.0%

Regional revenue



Channel mix

CHANNEL	REVENUE	SHARE	MARGIN
Online	\$478,969	41.8%	43.7%
Direct	\$411,418	35.9%	43.6%
Partner	\$256,499	22.4%	44.1%

Interpretation boundary

These are descriptive portfolio findings from fictional data. Product, region, and channel differences are not causal claims. A funded discovery milestone must freeze the client's metric, currency, return, and attribution rules before analysis.

Sales Insight Audit

Data quality and reconciliation

INPUT ROWS

1,206

Raw fictional ledger

DUPLICATES

6

Removed by order ID

REJECTED

5

Preserved with reasons

ACCEPTED

1,195

Unique valid records

Repair and exception ledger

ISSUE	ROWS	TREATMENT
Missing unit price	4	Explicit product-master lookup
Missing discount	3	Defaulted to 0 by stated rule
Region aliases	3	Canonical region mapping
Revenue outlier	44	Retained and flagged for review

Rejected-row reasons

REASON	ROWS
nonpositive_or_invalid_quantity	2
missing_or_unknown_product	2
invalid_order_date	1

Reconciliation control

1,206 input = 1,195 accepted + 5 rejected + 6 duplicates

Accepted order IDs are unique. Revenue is calculated only after cleaning and validation.

Rejected and duplicate rows remain auditable; none are silently discarded.

Recommended next actions

1

Confirm metric contract

Freeze revenue, return, currency, date, discount, and customer definitions before the full run.

2

Investigate mix shift

Review why Atlas Pro and East lead the portfolio before allocating spend or inventory.

3

Review flagged orders

Validate high-value orders against invoices or source-system records; do not delete them automatically.

4

Operationalize reruns

Schedule the same schema, validation, reconciliation, summaries, and brief only after source access is approved.

Reproducible delivery map

RAW

raw_sales.csv

CLEAN

cleaned_sales.csv

AUDIT

rejects CSV + quality JSON

ANALYZE

summary CSV files

REPORT

PDF + manifest

Acceptance evidence

- Row-count equation balances and accepted order IDs are unique.
- All source-to-output transformations are explicit and rerunnable.
- Missing values are repaired only by approved rules; other rows are rejected with reasons.
- The PDF contains no external data, credential, identity, or client claim.