

## 3-Day Sales Insight Report for Small Businesses

Seasonality Impact: Top 3 months generate 166.75% higher revenue than bottom 3 months. Action: Shift promotions and inventory planning 30–45 days before peak months to maximize ROI.

Revenue Driver: Electronics is the highest revenue category, while Beauty underperforms. Action: Prioritize Electronics for ads and inventory; use discounts or bundles to lift Beauty sales.

Cost Optimization: Reduce inventory holding during low-demand months and reallocate capital to fast-moving products before peak periods. Action: This lowers storage cost and improves cash flow.