Dear Boss,

Welcome to our company! I've written a brief overview of our historical and recent sales trends for you. Historically, our sales have shown clear seasonal patterns, with peaks during the spring and summer months due to increased home improvement and construction activities, and dips during the winter months. Over the years, we've experienced steady growth driven by the rising popularity of DIY projects and a strong housing market.

During the COVID-19 pandemic in 2020, we observed a substantial increase in sales, peaking in May 2020. This surge can be attributed to lockdowns and increased time spent at home, leading to a rise in home renovation and DIY projects. The industry saw sustained high sales levels throughout 2020, reflecting the heightened consumer interest in improving their living spaces.

The forecasted sales for 2021 suggest that while the extraordinary demand seen during the pandemic might moderate, sales are expected to remain stable at an elevated level. This indicates that the DIY culture fostered during the pandemic continues to influence consumer behavior positively. We anticipate steady growth driven by ongoing home improvement trends and economic recovery, which will likely support increased disposable incomes and continued interest in our products.

Best regards,

Awale Abdi

P.S. Please consult the "LINE GRAPH" sheets in the attached Excel file to see the trends I'm referring to.