

Executive Summary – Retail Sales Analytics

Top month: Jul 2024 (\$302,443)

Top brand: Lunara (\$1,645,171)

This Excel build summarizes multi-year retail performance. Monthly sales are shown with a 3-month moving average for trend clarity, and brand/region/loyalty breakdowns highlight where revenue concentrates.

Regional Revenue Mix

Region	Revenue (\$)	Share of Total
South	\$2,354,979	25.9%
Northeast	\$2,304,412	25.3%
Midwest	\$2,262,595	24.9%
West	\$2,169,189	23.9%

Loyalty Revenue Mix

Loyalty Tier	Revenue (\$)	Share of Total
None	\$4,500,900	49.5%
Silver	\$2,323,515	25.6%
Gold	\$1,737,943	19.1%
Platinum	\$528,817	5.8%

Charts are exported to *images/*, and the full workbook with pivots and visuals is in *data/RETAIL_ANALYTICS_COMPLETE.x/sx*. A SQL version of this analysis will be added next.