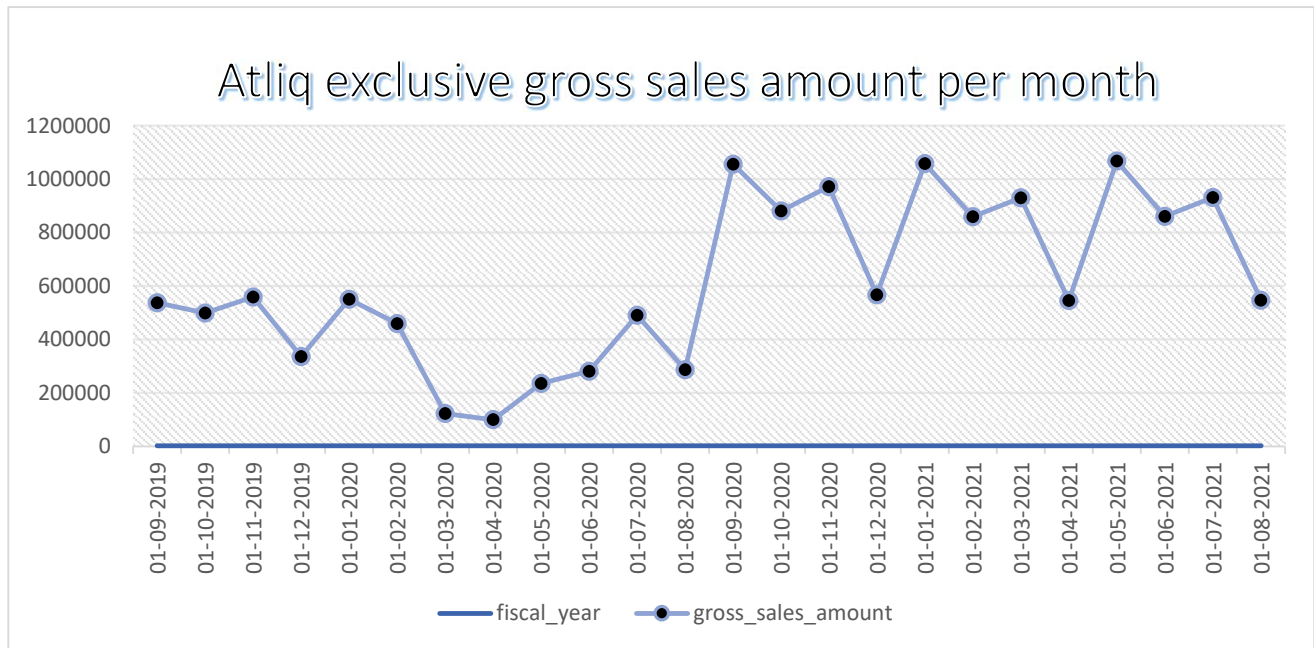




# Report 7



## Insights

### 1. Seasonal Sales Fluctuations:

- January and May show higher sales, indicating peak demand.
- March and April show lower sales, suggesting off-peak months.

### 2. Year-on-Year Growth:

- January 2021 saw a significant 92% growth compared to January 2020.
- A potential decline in sales in August 2021 vs 2020.

### 3. High-Performing Months:

- September 2020 and May 2021 had the highest sales, potentially linked to successful promotions.

### 4. Low-Performing Months:

- March 2020 and April 2021 had low sales, requiring targeted efforts to boost performance.

### 5. Forecasting and Budgeting:

- Helps with financial planning and inventory management based on sales patterns.

### 6. Sales Targeting:

- Focus on high-performing months to set aggressive sales targets.
- Adjust strategy for low-performing months.

### 7. Customer Behavior:

- Analyzing sales trends to better understand buying patterns and adjust offerings.:

### 8. Inventory Management:

- Prepare for high sales months by ensuring adequate stock.
- Reduce inventory during low sales periods.