

# Report: Show total revenue per month

Here's an explanation of your monthly revenue findings, presented in clear, human language, along with some strategic marketing advice:

## **\*\*Key Findings on Monthly Revenue:\*\***

- \* We've reviewed the total revenue generated each month, covering all of 2023 and the beginning of 2024.
- \* **\*\*January 2023 was our strongest month, bringing in over 1.05 billion dollars.\*\*** This was an exceptionally robust start to the year.
- \* **\*\*September 2023 recorded the lowest revenue within the main 2023 period, with sales around 582 million dollars.\*\***
- \* Overall, 2023 showed a dynamic revenue pattern, with monthly sales consistently in the hundreds of millions, demonstrating a strong base.
- \* Other peak months in 2023 included August, with revenue exceeding **\*\*911 million dollars\*\***, and June, which saw nearly **\*\*879 million dollars\*\*** in sales.
- \* Months like February, July, and November in 2023 were comparatively slower, with revenues typically ranging between **\*\*650 to 690 million dollars\*\***.
- \* The year 2023 concluded strongly, as December generated a solid **\*\*832 million dollars\*\*** in revenue.
- \* **\*\*A significant observation is the revenue for January 2024, which registered only about 3.3 million dollars.\*\*** This figure is drastically lower than any month in 2023 and strongly suggests either incomplete data for the period, a reporting error, or a major change in operations or market conditions.

## **\*\*Marketing Strategies for Improving Sales in Slower Periods and for Less Popular Products:\*\***

- \* **\*\*For Months with Lower Revenue (e.g., February, July, September, November):\*\***
  - \* **\*\*Run Targeted Promotions:\*\*** Introduce special discounts, bundle offers, or limited-time sales to stimulate demand and attract customers during these quieter periods.
  - \* **\*\*Strategic Launches:\*\*** Consider launching new products, features, or services in these months to create excitement and drive traffic when sales might naturally dip.

- \* **Boost Marketing Focus:** Increase targeted advertising and marketing efforts specifically during these periods to capture more market share and attention.
- \* **For Less Sold Products or Product Categories:**
  - \* **Understand the "Why":** Conduct customer surveys or market research to identify the root causes for low sales. Is it price, lack of awareness, perceived value, or specific features?
  - \* **Optimize Presentation & Pricing:** Improve how these products are showcased (online and in-store), highlight their unique benefits more clearly, and re-evaluate pricing strategies (e.g., competitive pricing, value bundles).
  - \* **Targeted Outreach & Training:** Develop focused marketing campaigns that speak directly to the value proposition of these items. Additionally, provide extra training for your sales team to effectively communicate their benefits and overcome common objections.
  - \* **Expand Reach:** Explore cross-promotional opportunities with popular products, partner with other businesses, or try new distribution channels to introduce these items to fresh audiences.

