

Sales Trend Analysis Report: Jan - May 2022

1. Monthly Sales Overview

Year	Month	Total Revenue	Order Volume
2022	1	922.47	9
2022	2	1546.94	11
2022	3	1672.44	12
2022	4	1672.44	12
2022	5	836.22	6

2. Monthly Growth Analysis

Year	Month	Total Revenue	Order Volume	Revenue Growth (%)
2022	1	922.47	9	NULL
2022	2	1546.94	11	67.70
2022	3	1672.44	12	8.11
2022	4	1672.44	12	0.00
2022	5	836.22	6	-50.00

3. May Product Performance

Product Name	Orders	Revenue
Smart Watch	2	399.98
Wireless Headphones	1	125.5
Bluetooth Speaker	1	89.99
Phone Case	1	45.25
USB-C Cable	1	75.5

4. Recovery Projection

Q1 Avg	Needed Growth	Required % Increase
1380.62	544.4	65.1

5. May Payment Methods

Payment Method	Order Count	Revenue
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PayPal	2	215.49
Credit Card	2	375.49
Debit Card	2	245.24

Key Findings & Recommendations

May Collapse Analysis:

- May revenue dropped to \$836.22 (50% decrease from April)
- Only 6 orders (half of previous months)
- Smart Watch was the top product (2 orders, \$399.98)

Recovery Plan:

- Need 65.1% growth (\$544.40) to return to Q1 average
- Focus on promoting high-value items (Smart Watches, Tablets)

Payment Trends:

- May payment distribution was balanced (2 orders per method)
- Credit Card generated most revenue (\$375.49)

Action Items:

- Investigate why April and March had identical revenue
- Launch promotions for underperforming products in May
- Consider marketing campaigns targeting Credit Card users