

# Revenue Analysis

For



**TIN CLOTHING**

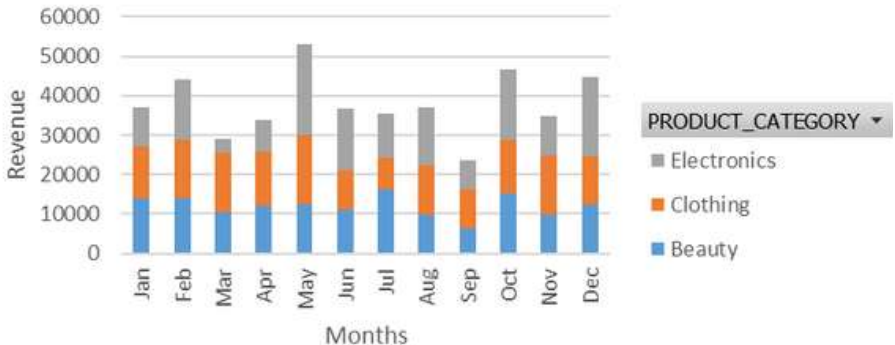
E A S Y   S H O P P I N G

# Analysis

TOTAL REVENUE  
R 456,000

# Revenue By Category

Revenue Breakdown by Category



MONTH\_NAME ▾

- Electronics is the top revenue driver, with major peaks in May and year-end.
- May, October, December are the strongest months overall (sales events, festive season likely)
- September is the weakest month → possible seasonal demand drop
- Clothing shows steady performance with peaks in spring.
- Beauty is more stable, but lags compared to Clothing and Electronics.

# Monthly Sales Trends



- Clothing is the top-selling category monthly, but the three categories are relatively balanced.
- Sales peak in May and October, while September is the slowest month.
- Electronics shows more variability than other categories
- Beauty and Clothing are more consistent, but Clothing has a noticeable decline in winter (July).
- There's a clear seasonal trend: sales peak in late spring and in late summer.
- Electronics seems sensitive to certain months, possibly due to seasonal promotions, tech releases, or holidays.

# Conclusion

Electronics is the top-performing category, with clear peaks in May and year-end. Also there is Seasonal trends which is significantly noted, May, October, December are strong months overall. September shows a notable change, suggesting a seasonal drop in consumer demand. Clothing steady performance with seasonal peaks most in spring indicating predictable demand cycles. Beauty more stable but consistently lower than Clothing and Electronics, suggesting it's less of a revenue driver.

# Recommendations

Beauty category is lagging behind, I recommend the new business to Consider partnerships or promotional strategies to increase visibility and revenue, since it not performing well. Also try to explore subscription models, gift sets, or loyalty programs to drive repeat purchases.

## Overall sales planning

Plan inventory and team resources around peak months to meet customer demand without overstocking during off-peak times. Introduce bundled offers or cross-category deals during low-demand months to maintain revenue.