

## **Project Objectives**

1. Analyze monthly trends of Average Order Value (AOV) to understand customer spending behaviors over time.
2. Identify months with significant spikes in AOV and explore potential reasons such as seasonal or promotional impacts.
3. Correlate AOV trends with marketing campaign timelines to evaluate their influence on customer spending.
4. Assess the impact of new product launches on AOV in the months following their release.
5. Create visual representations of AOV trends to aid in strategy discussions and decision-making.