|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Month** | **Total Chai Sales (units)** | **Artisanal Chai Sales (units)** | **Premade Chai Sales (units)** | **Social Media Engagement (views)** | **Online Searches for Chai** |
| January | 659 | 448 | 211 | 6874 | 2663 |
| February | 729 | 473 | 256 | 7744 | 2546 |
| March | 292 | 338 | -46 | 4468 | 2371 |
| April | 935 | 499 | 436 | 1705 | 2996 |
| May | 863 | 315 | 548 | 3599 | 599 |
| June | 807 | 235 | 572 | 9666 | 5016 |
| July | 459 | 177 | 282 | 26304 | 2510 |
| August | 109 | 82 | 27 | 11691 | 2594 |
| September | 586 | 388 | 198 | 6230 | 2784 |
| October | 659 | 448 | 211 | 6874 | 2663 |
| November | 729 | 473 | 256 | 7744 | 2546 |
| December | 1117 | 690 | 427 | 8312 | 2987 |