

DATA VISUALIZATION

SALES	MONTHS
6850	January
6500	February
7190	March
9100	April
9000	May
8300	June
8100	July
7990	August
6100	September
5900	October
5300	November
7000	December

In the displayed graph, the X-axis represents the months of the year, serving as independent variables, while the Y-axis represents sales or the dependent variable that are being measured. It is evident that April (4) and May (5) consistently show the highest sales figures. This trend aligns with the months characterized by the highest temperatures, during the dry season. June (6), July (7), and August (8) also demonstrate notable sales figures, even though they fall under the rainy season. This can be attributed to occasional hot spells during these months. Interestingly, December (12) and January (1), typically the coldest months, maintain peak ice cream sales. This surge can be attributed to special occasions like Christmas and New Year's celebrations, where ice cream remains a popular treat. Conversely, the months with the lowest sales are September, October, and November, coinciding with the rainy season, which tends to deter ice cream consumption. In conclusion, sales fluctuations are closely tied to seasonal variations and special occasions. These insights can help create strategic business decisions to optimize sales throughout the year.



