**📊 Monthly Online Sales Summary: 2023–2024**

This report presents a month-by-month analysis of online sales performance over the period **January 2023 to December 2024**. It captures key business metrics, including **total revenue** and **order volume** (i.e., unique orders placed).

**📈 Highlights & Insights**

* 💰 **Highest Revenue Month:**  
  **June 2024** with **$25,365.15** in total sales.
* 📉 **Lowest Revenue Month:**  
  **October 2024** with **$15,116.94**.
* 📦 **Peak Order Volume:**  
  **June 2024** again stands out with **51 unique orders**, indicating both high sales activity and revenue.
* 🧮 **Lowest Order Volume:**  
  **September 2024** with **31 orders**, suggesting a quieter sales period.

**📌 Key Takeaways**

* The year **2024 shows stronger overall performance**, with multiple months crossing the $20K revenue mark.
* There's a noticeable dip in **September and October 2024**, which may merit deeper exploration (e.g., seasonality, marketing cycles).
* The consistent order volume in early 2023 suggests a stable base of recurring demand.