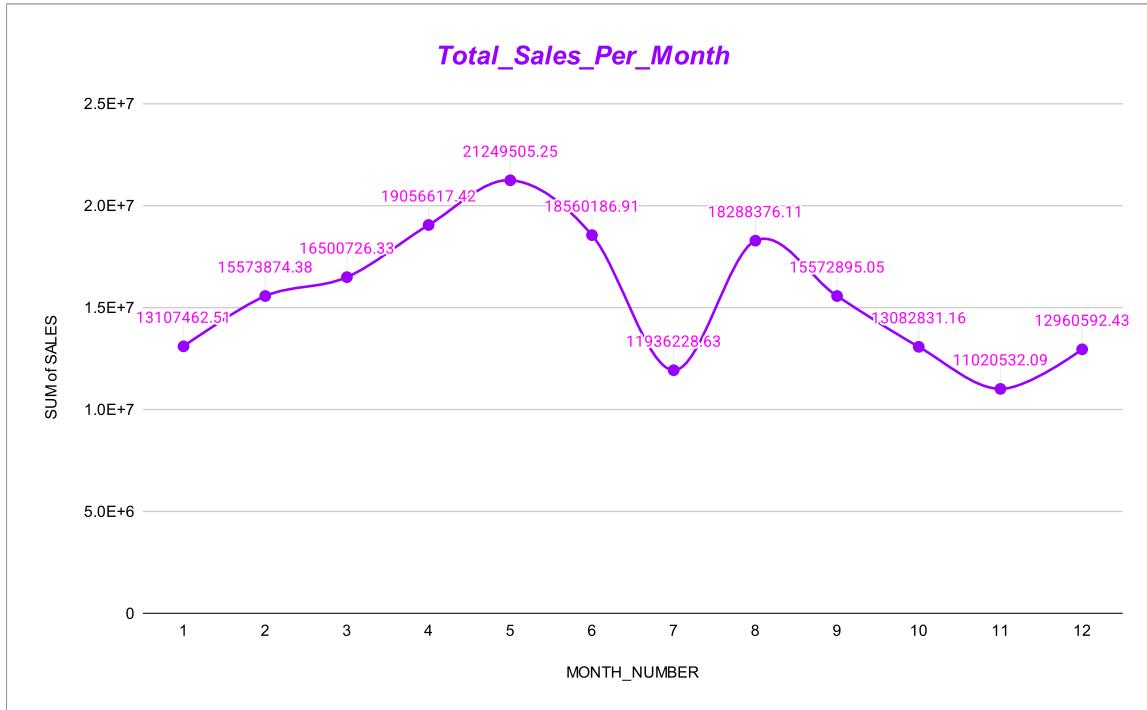


MONTH_NUMBER	SUM of SALES
1	13107462.51
2	15573874.38
3	16500726.33
4	19056617.42
5	21249505.25
6	18560186.91
7	11936228.63
8	18288376.11
9	15572895.05
10	13082831.16
11	11020532.09
12	12960592.43
<b>Grand Total</b>	<b>186909828.3</b>



## Insights Analysis

Sales strongly from month 1 to month 5 indicating a positive growth cycle.

Month 5 is the peak month, with the highest total sales.

After month 5, sales decline steadily, showing seasonality or demand drop.

Months 9 to 12 have notably lower sales.

## What this means

The business has strong demand in the first half of the year, then experiences a slowdown later.

## This could mean:

Formula for cost structure is flawed.

Supplier costs increased.

Pricing is too low relative to cost.

Business model is not sustainable.

## Recommendation

Increase marketing during low sales months to stabilize the trend.

Identify what caused growth months and repeat those strategies.

Monitor seasonal patterns and plan stock using high sales months.