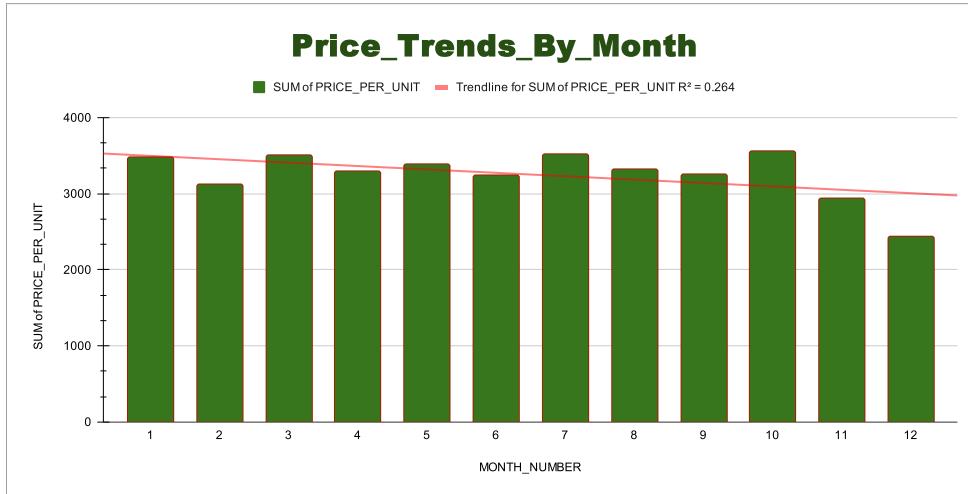


MONTH_NUMBER	SUM of PRICE_PER_UNIT
1	3472.492988
2	3123.521619
3	3507.297133
4	3288.123105
5	3387.60199
6	3234.275934
7	3512.956029
8	3315.446462
9	3258.984058
10	3562.918459
11	2933.68351
12	2440.41143
Grand Total	39037.71272



Insights Analysis

Unit price gradually decreases throughout the year.

The trendline slope is negative (your R= around 0.3 which is moderate fit)

Your price drop may be due to:

Promotions

Market competition

Seasonal adjustments

What does this mean

The company reduced unit prices, but this did not increase profitability meaning increasing the price alone is not solving cost issues.

Recommendations

Take advantage of peak months by increasing stock and marketing during the months with the highest sales.

Investigate low sales months to understand whether demand, pricing, or stock level caused the drop.

Plan monthly targets using the strongest months as benchmark.

Prepare promotions during slow periods to stabilize revenue across the year.