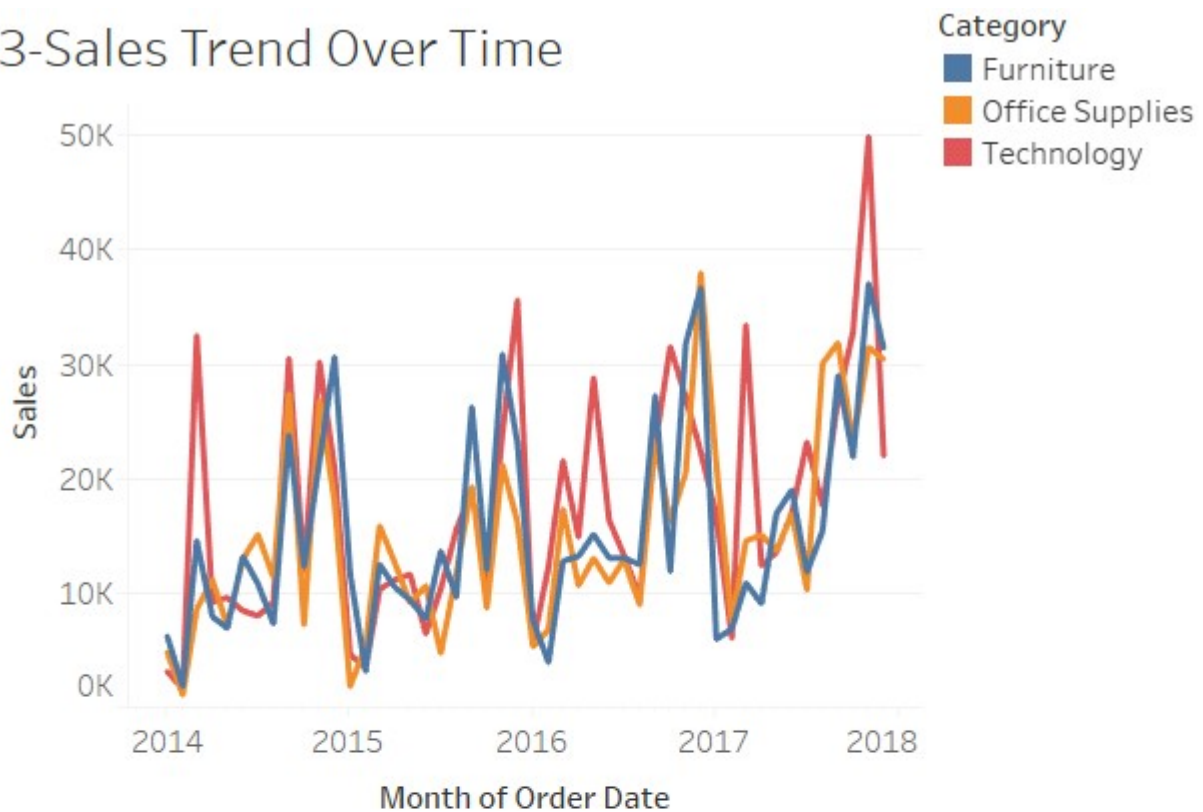


3-Sales Trend Over Time



📌 Key Insights:

Seasonal Sales Spikes:

Sales consistently spike during the

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Sales consistently spike during the **end of the year**, especially in **November and December**, likely due to holiday season shopping.

Category Comparison:

Technology shows the most dramatic increases in sales during spikes, indicating it is the **top-performing category** during high-demand periods.

Furniture and **Office Supplies** show more **stable trends**, with moderate growth.

Growth Over Time:

From 2014 to 2017, all three categories show an **overall upward trend**, indicating healthy business growth.

The **magnitude of peaks** in 2017 is much higher than in 2014, especially in the **Technology** segment.

Potential Promotional Opportunities:

The **mid-year dip** (around May–August) is a good opportunity for marketing campaigns to boost sales during slower months.

Category Strategy:

Since **Technology** leads in revenue growth, further investments o..