

# Executive Summary

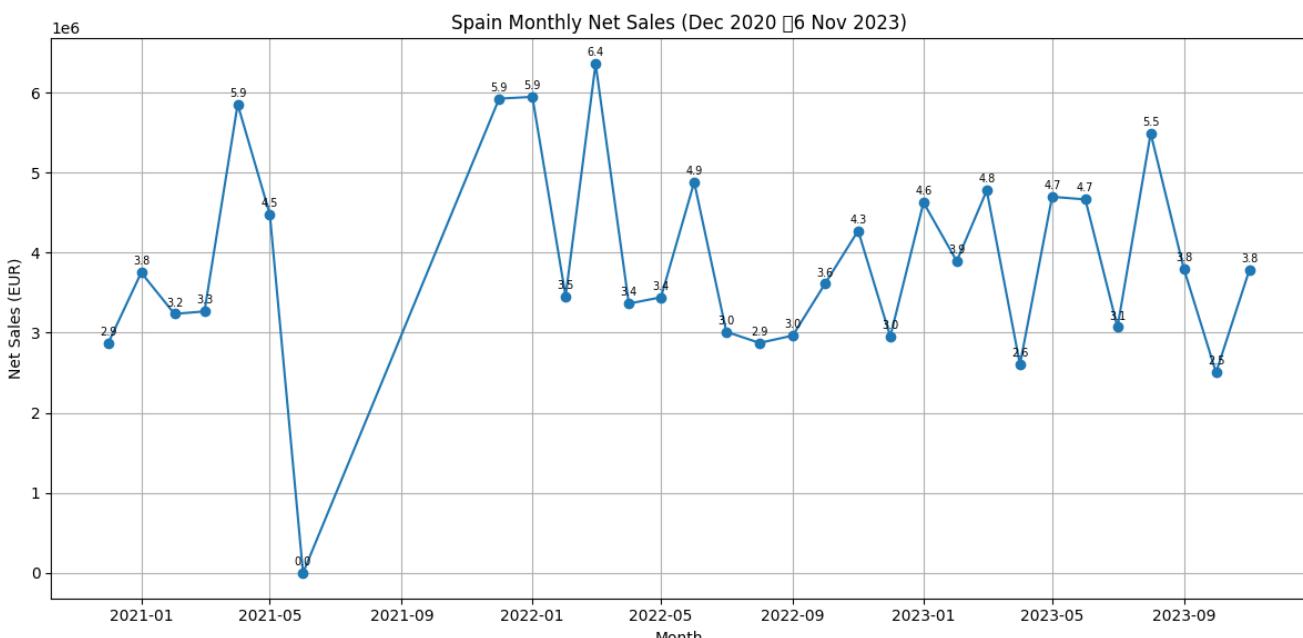
- November 2023 net sales reached €3.78 M (+51.0 % MoM; -11.6 % YoY).
- Rebound from October's trough aligns with Q4 volatility but remains below last year's level.
- Sales concentration: Valencia (56.5 %) and product-family 9100 (32.7 %).
- Linear projection forecasts ~€3.89 M/month through Feb 2024, though seasonality is not captured.
- Recommendations: integrate seasonal adjustments, align resources with peaks, adopt advanced time-series models.

## Overview

- November 2023 net sales: €3.78 M
- MoM: +51.0 % (Oct '23: €2.50 M → Nov '23: €3.78 M)
- YoY: -11.6 % (Nov '22: €4.27 M → Nov '23: €3.78 M)
- Slightly below the 36-month average of €3.83 M, reflecting Q4 seasonality and market headwinds.

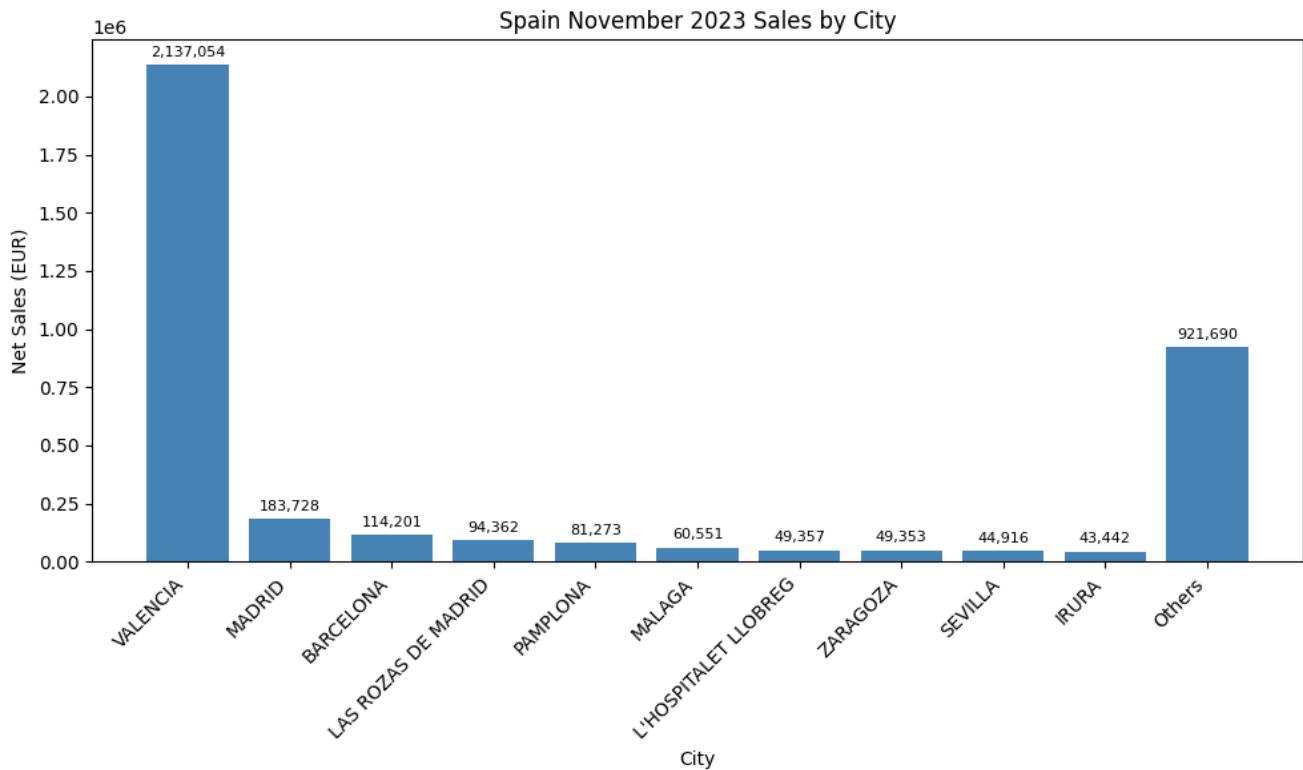
## Trends and Context

- Strong seasonality: summer peaks and year-end dips.
- Peak months: Apr 2021 (€5.85 M), Jul 2022 (~€6.40 M).
- Troughs: Oct (post-summer reset), Jan–Feb (post-holiday lull).
- Underlying upward trend of +€491 per month amid high volatility.



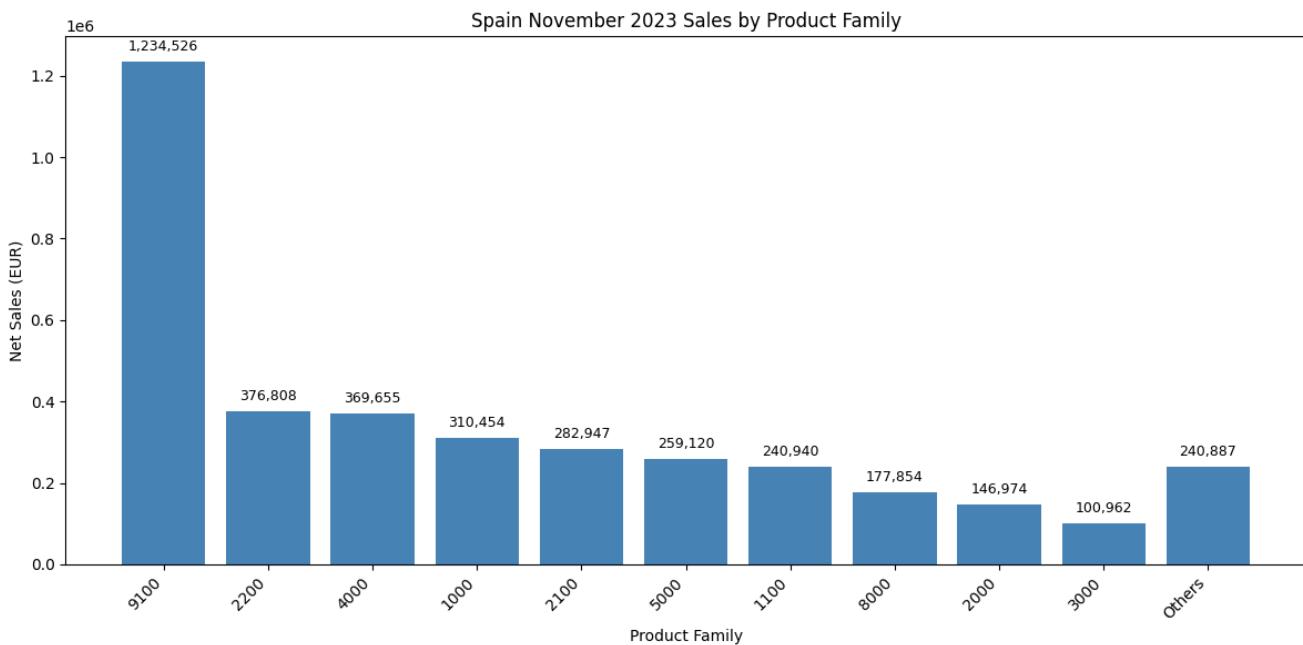
# In depth analysis

## Geographic Breakdown (Nov 2023)



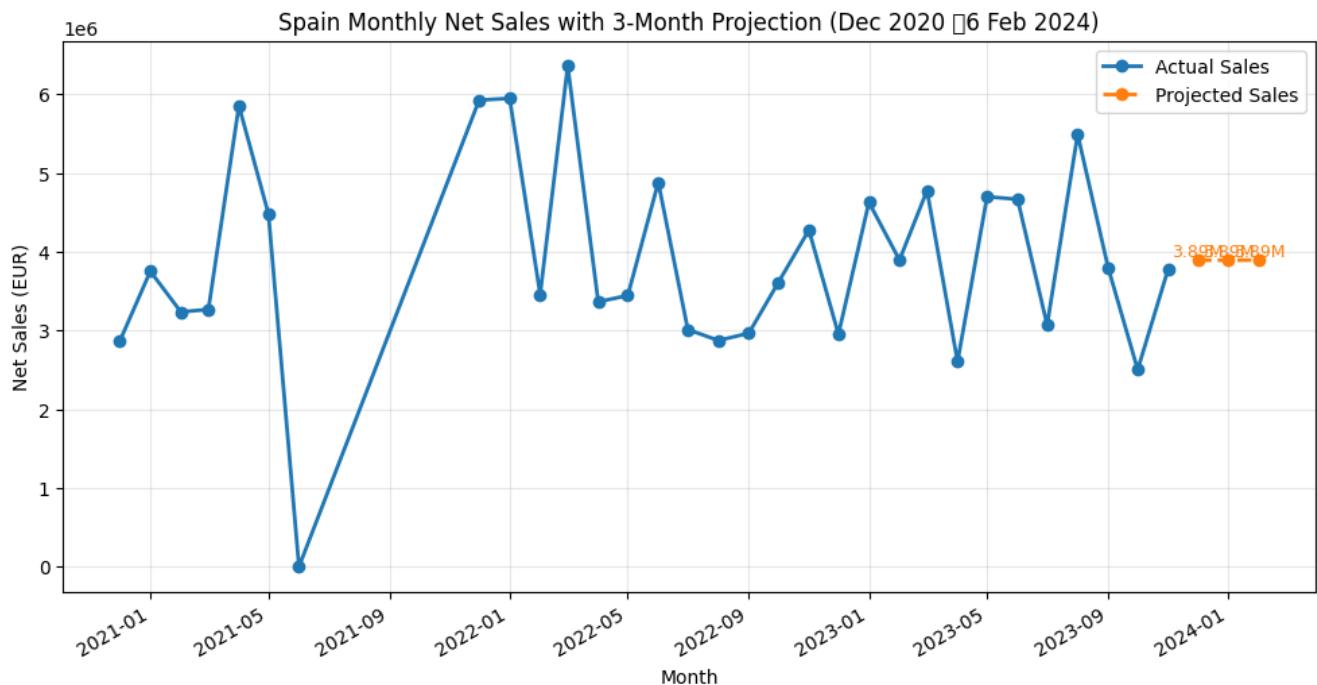
- Valencia: €2.14 M (56.5 %)
- Others: €0.92 M (24.4 %)
- Remaining top cities (Madrid, Barcelona, Las Rozas de Madrid): each < 6 %

## Product-Family Breakdown (Nov 2023)



- Family 9100: €1.23 M (32.7 %)
- Top 3 families (9100, 2200, 4000): ~52.5 %
- Other families: ~47.5 %

## Forward Outlook and Recommendations



- Projected Dec '23–Feb '24: ~€3.89 M/month (linear).
- Apply seasonal multipliers (+30 % Jul/Aug; +10 % Nov/Dec).
- Align inventory and staffing with seasonal peaks/troughs.
- Implement seasonal-ARIMA or decomposition models for short-term accuracy.
- Monitor concentration risk by engaging top clients and regions (especially Valencia).