To explain and translate the values provided by **Trend**, **Seasonal**, and **Residual** in the context of sales data, we can break down the relationship between these components and how they contribute to understanding actual sales for a specific month.

Explanation of Components:

1. **Total Sales**: This is the actual sales amount for the month, which we use as our baseline value for comparison.
2. **Trend**:
   - **Interpretation**: The trend represents the long-term progression of the sales data over time. It reflects the underlying direction in which sales are moving, accounting for overall growth or decline. In your case, the trend for **July 2015** is **1702.84**.
   - **Translation to Actual Sales**: This value indicates what the sales would be if the trend alone were considered, reflecting a positive growth trajectory in the sales data.
3. **Seasonal**:
   - **Interpretation**: The seasonal component reflects the predictable variations that occur at certain times of the year (e.g., increases in sales during the holiday season). In your example, the seasonal value is **-117.20** for July 2015, indicating a slight seasonal decline compared to the average.
   - **Translation to Actual Sales**: This value adjusts the trend to account for seasonal effects. A negative seasonal component suggests that sales are expected to be lower than what the trend indicates during this month.
4. **Residual**:
   - **Interpretation**: The residual component represents the random noise or irregular fluctuations in the data that cannot be attributed to the trend or seasonal patterns. In your case, the residual is **-97.97** for July 2015.
   - **Translation to Actual Sales**: This value indicates how much the actual sales deviate from the expected sales based on the trend and seasonal effects. A negative residual means that actual sales were lower than what would be expected when considering both trend and seasonal factors.

Putting It All Together:

To understand the actual sales in relation to these components, we can use the following formula:

$$\text{Total Sales} = \text{Trend} + \text{Seasonal} + \text{Residual}$$

For **July 2015**, we can plug in the values:

- Trend: **1702.84**
- Seasonal: **-117.20**
- Residual: **-97.97**

Calculating this gives:

$$1702.84 + (-117.20) + (-97.97) = 1487.67$$

Summary:

- The **Total Sales** of **1487.67** is the result of the trend's prediction adjusted for seasonal fluctuations and random noise.
- **Trend** shows the expected sales growth over time.
- **Seasonal** reflects periodic fluctuations, which, when negative, indicate expected lower sales in that month.
- **Residual** indicates unaccounted variations from the expected sales.

This breakdown helps us to understand the dynamics behind the sales data and how various factors contribute to the actual sales figure for a given period.