

Monthly Sales Frequency by Segment

Order Month	Total Sales Frequency	Consumer	Corporate	Home Office
1	366	185	108	73
2	297	149	88	60
3	680	346	209	125
4	657	315	188	154
5	725	395	217	113
6	691	390	166	135
7	697	368	218	111
8	693	356	215	122
9	1354	723	395	236
10	809	369	281	159
11	1449	742	442	265
12	1382	763	426	193

Insights on Monthly Sales Frequency by Segment

- 1. **Seasonal Trends:**
 - **Peak Months:** November (1,449 transactions), September (1,354), and December (1,382) have the highest total sales frequencies, suggesting strong holiday season demand or year-end purchasing.
 - **Lowest Month:** February (297 transactions) records the lowest sales frequency, which might indicate a seasonal dip post-holiday season.
- 2. **Segment Breakdown:**
 - **Consumer Segment:** The Consumer segment consistently has the highest monthly transaction counts across all months, peaking in November with

742 transactions. This indicates a stable and substantial presence in sales, likely the most reliable segment for month-to-month volume.

- **Corporate Segment:** Corporate sales vary moderately by month, with notable increases in October (281 transactions) and November (442). These peaks might correspond with end-of-quarter and end-of-year purchases, typical for corporate buying cycles.
- **Home Office Segment:** This segment has a smaller volume compared to Consumer and Corporate but maintains steady transactions. November and September remain significant months for this segment as well, which suggests shared patterns in demand cycles.

3. Implications for Marketing and Inventory:

- **Targeted Promotions:** Increased focus on holiday season promotions from September through December could amplify high sales periods, especially for Consumer and Home Office segments.
- **Inventory Planning:** Higher demand in September through December should be matched with increased inventory levels, particularly for products favored by the Consumer segment. For Corporate clients, ensuring availability in October and November could cater to potential bulk or large-quantity purchases.
- **Off-Season Opportunities:** Lower sales in February might suggest an opportunity for targeted marketing campaigns to stimulate demand during slower months, potentially focusing on specific segments or promoting seasonal products.

These insights can guide marketing strategies and inventory planning, particularly to support the highest-demand months effectively.