

August 2024 Business Review

August 2024 was a strong month for the company, with record revenue and customer growth. This report presents key metrics and analysis of our performance.

Weekly Performance

| Week | Revenue | Orders |
|--------|---------|--------|
| Week 1 | \$3.2M | 1,250 |
| Week 2 | \$3.5M | 1,320 |
| Week 3 | \$3.8M | 1,410 |
| Week 4 | \$4.1M | 1,580 |

Revenue showed consistent week-over-week growth, accelerating in the latter half of the month. Order volume increased by 26% from Week 1 to Week 4, indicating strong customer demand.

Product Category Breakdown

| Category | Sales | Share |
|---------------|--------|-------|
| Electronics | \$5.2M | 36% |
| Apparel | \$4.1M | 28% |
| Home & Garden | \$3.3M | 23% |
| Other | \$1.9M | 13% |

Looking ahead to September 2024, we expect continued growth momentum based on strong pipeline and seasonal trends. Key initiatives include new product launches and expanded marketing campaigns.