

# 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.