Sales Trends Report
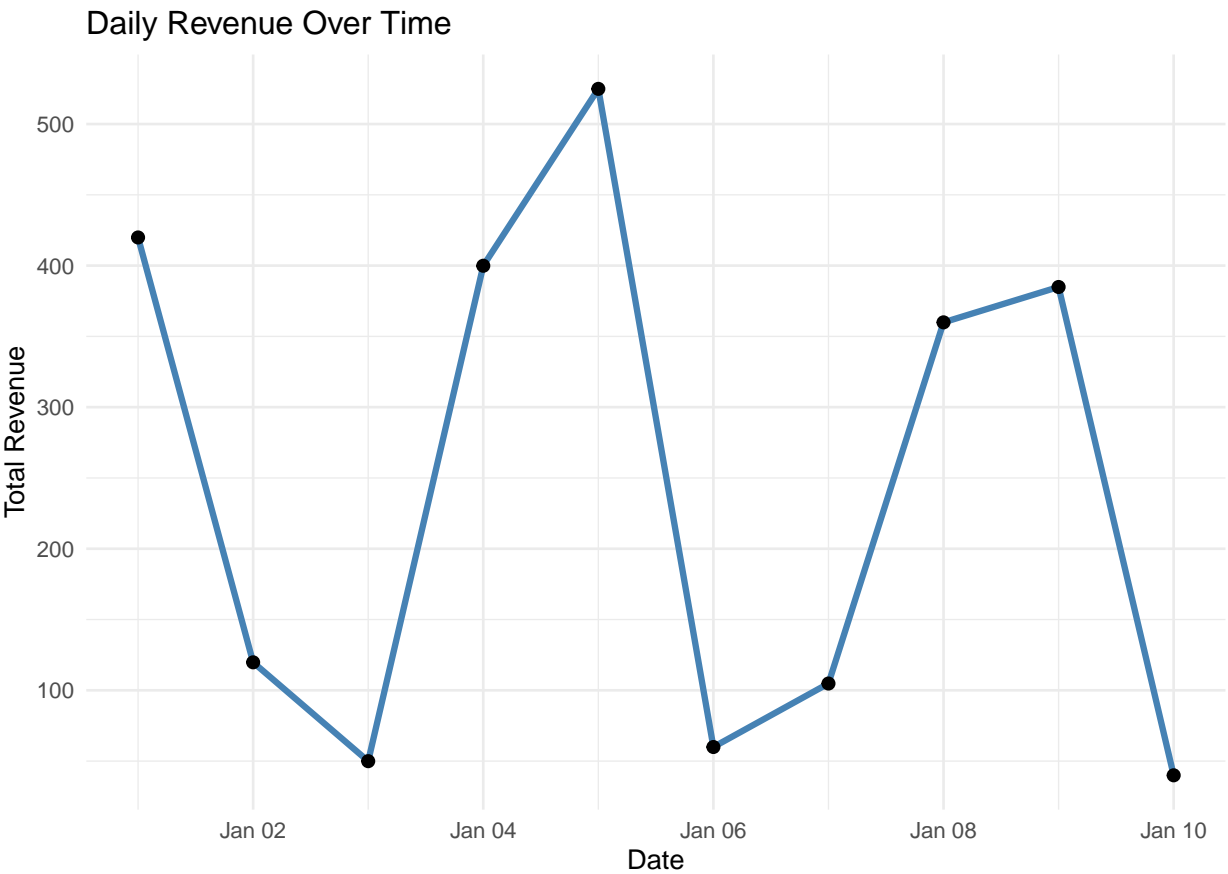
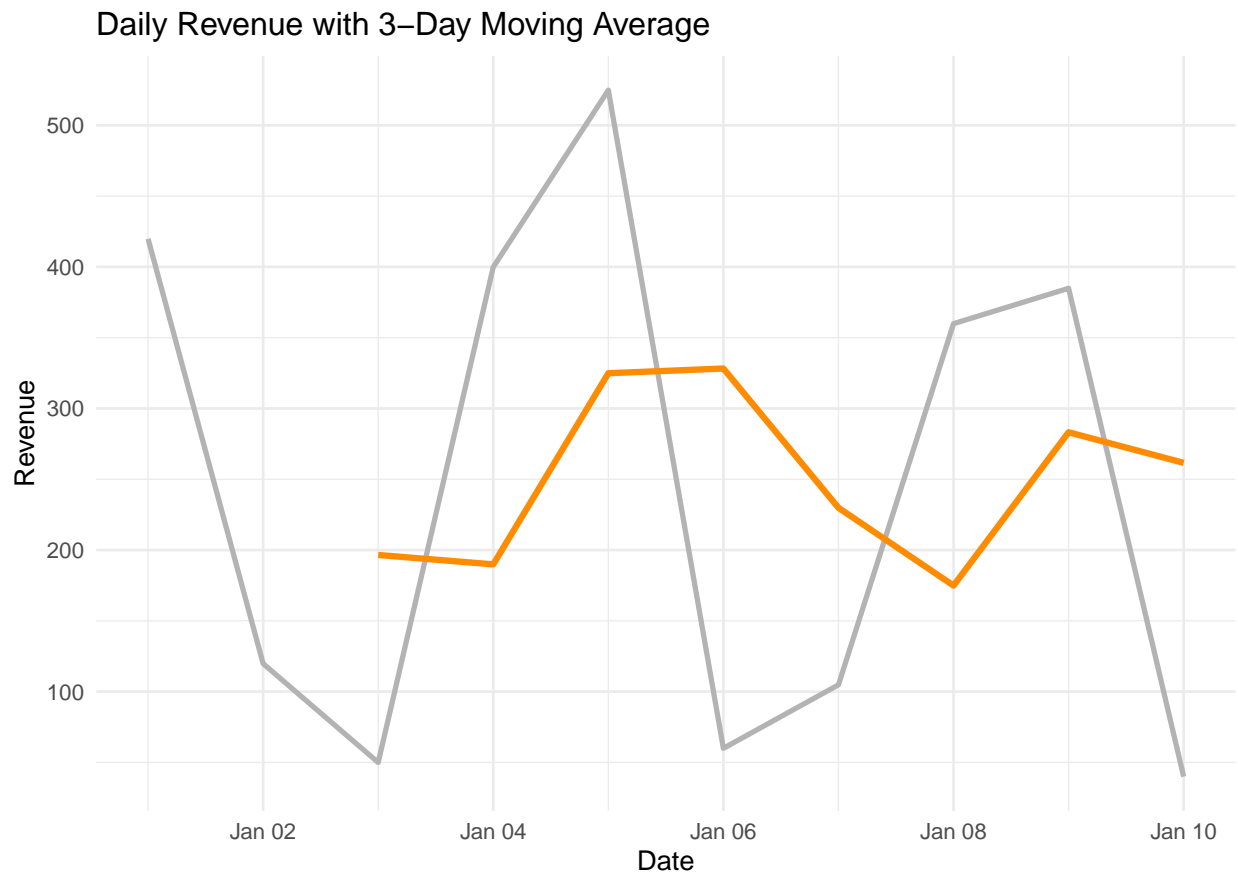## Phillip Beagley

2025-05-08

```
## # A tibble: 10 x 2
##    Date       Total_Revenue
##    <date>             <dbl>
##  1 2023-01-01          420.
##  2 2023-01-02          120.
##  3 2023-01-03           50.0
##  4 2023-01-04          400.
##  5 2023-01-05          525.
##  6 2023-01-06           59.9
##  7 2023-01-07          105.
##  8 2023-01-08          360.
##  9 2023-01-09          385.
## 10 2023-01-10           40.0
```


Daily Revenue Over Time

```
## Warning: Removed 2 rows containing missing values or values outside the scale range
## ('geom_line()').
```

Daily Revenue with 3–Day Moving Average

Key Insights

- Revenue varies day to day, with noticeable peaks around high-volume sales dates.
- The 3-day moving average smooths out volatility and reveals longer-term sales trends.
- This insight can guide decisions about when to run promotions or restock inventory.