

Time Series Analysis Insights

1. Rolling Metrics:

- Random Rolling Mean & Std Dev indicates an unstable market.
- Action: Increase supply chain flexibility.

2. Monthly Sales Trends:

- Sales decrease and then increase, indicating seasonality.
- Action: Focus marketing efforts before the uptick.

3. Year-Over-Year Growth:

- Rapid growth until 2019, suggesting a saturating market.
- Action: Deep dive into market conditions.



