



# Monthly Sales Trend Report

Reporting Period: January – December

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## 1. Executive Summary

The analysis of monthly sales performance shows a consistent upward trend across the year, driven mainly by increased customer demand, improved marketing efforts, and better product availability.

Sales peaked in the last quarter, indicating strong seasonal buying behavior and successful promotional campaigns.

Overall, total annual sales increased by 14–25% compared to the previous year (depending on business assumptions).

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## 2. Key Highlights

- Highest Sales Month: December
  - Lowest Sales Month: February
  - Quarter With Strongest Growth: Q4 (October–December)
  - Average Monthly Sales: ₦ (insert value)
  - Year-over-Year Growth: (insert %)
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## 3. Monthly Performance Summary

Month	Sales (₦)	Growth Rate	Status
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January

February  Low

March

April

May

June

July

August

September

October  Uptrend

November  Strong

December  Peak

## 4. Trend Insights

### ► 1. Seasonal Behaviour

Sales consistently increase toward the end of the year, suggesting:

- Holiday shopping demand
- Increased marketing efforts
- Higher product availability

### ► 2. Marketing Impact

Promotions in Q4 likely contributed significantly to boosted sales.

### ► 3. Customer Retention & Loyalty

Repeat customer purchases increased in the second half of the year.

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## 5. Visual Summary



## 6. Recommendations

### 1. Increase Inventory Ahead of Peak Months

Stock levels should be increased from October to December to meet rising demand.

### 2. Double Down on Digital Marketing

Channels that performed well:

- Social media ads

- Email marketing
- Funneling promotions

### **3. Improve Low Months**

For poor-performing months like February:

- Run early-year promotions
- Re-engage inactive customers
- Improve product visibility

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## **7. Conclusion**

Monthly sales trends show strong growth potential, clear seasonal patterns, and opportunities for targeted promotional strategies.

With proper inventory planning and consistent marketing, the business can expect further revenue expansion in the coming year.