

# Sales Report

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## Executive Summary

Total Sales Records: 400  
Total Products Sold: 12  
Total Quantity Sold: 23833  
Report Period: Last 12 months  
Average Monthly Sales: 1986 units

## Monthly Sales Breakdown

Month	Sales Records	Products Sold	Quantity Sold	Avg per Record
January	34	12	221	6.5
February	34	12	202	5.9
March	34	12	215	6.3
April	34	12	188	5.5
May	33	12	214	6.5
June	33	12	264	8.0
July	33	12	15094	457.4
August	33	12	6839	207.2
September	33	12	201	6.1
October	33	12	130	3.9
November	33	12	109	3.3
December	33	12	156	4.7

## Top Selling Products

Product	Sales Records	Total Quantity	Avg per Sale
Black T-shirt	36	8468	235.2
Cotton Shorts	36	5780	160.6
White T-shirt	28	5178	184.9
Transparent Raincoat	24	1420	59.2
Kids Printed Hoodie	36	1272	35.3
Full-sleeve Denim Jacket	36	399	11.1
Woolen Pullover	36	262	7.3
Floral Dress	24	259	10.8
Women?s Casual Kurti	36	238	6.6
Pink Cotton Saree	36	209	5.8

## Sales Trends Analysis

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**\* Steady Growth in Summer**

Sales increased steadily from May to August, likely due to seasonal demand.

**\* Festival Boost**

Significant sales spike observed during Diwali and Christmas months.

## Seasonal Performance Analysis

Season	Months	Total Sales	Avg Monthly	Performance
Summer	May-Aug	22411	170	High
Festival	Oct-Dec	395	4	Very High
Off Season	Jan-Apr, Sep	1027	6	Moderate