# USER STORIES:

* **Analyse Monthly AOV Trends:** As the Head of Sales Strategy, I want to track the monthly trends of Average Order Value to gauge customer spending behaviours over time.
* **Highlight Months with AOV Spike:** As the Head of Sales Strategy, I want to identify months with unusually high AOV to understand seasonal and promotional impact.
* **Correlate AOV with Marketing Campaigns:** As the Head of Sales Strategy, I want to compare AOV trends with marketing campaign timelines to assess influence on spending.
* **Examine AOV Post Product Launches:** As the Head of Sales Strategy, I want to evaluate the AOV in months following new product launches to understand their immediate impact.
* **Visualize AOV Patterns:** As the Head of Sales Strategy, I want a visual representation of AOV trends to easily present and discuss during strategy meetings.