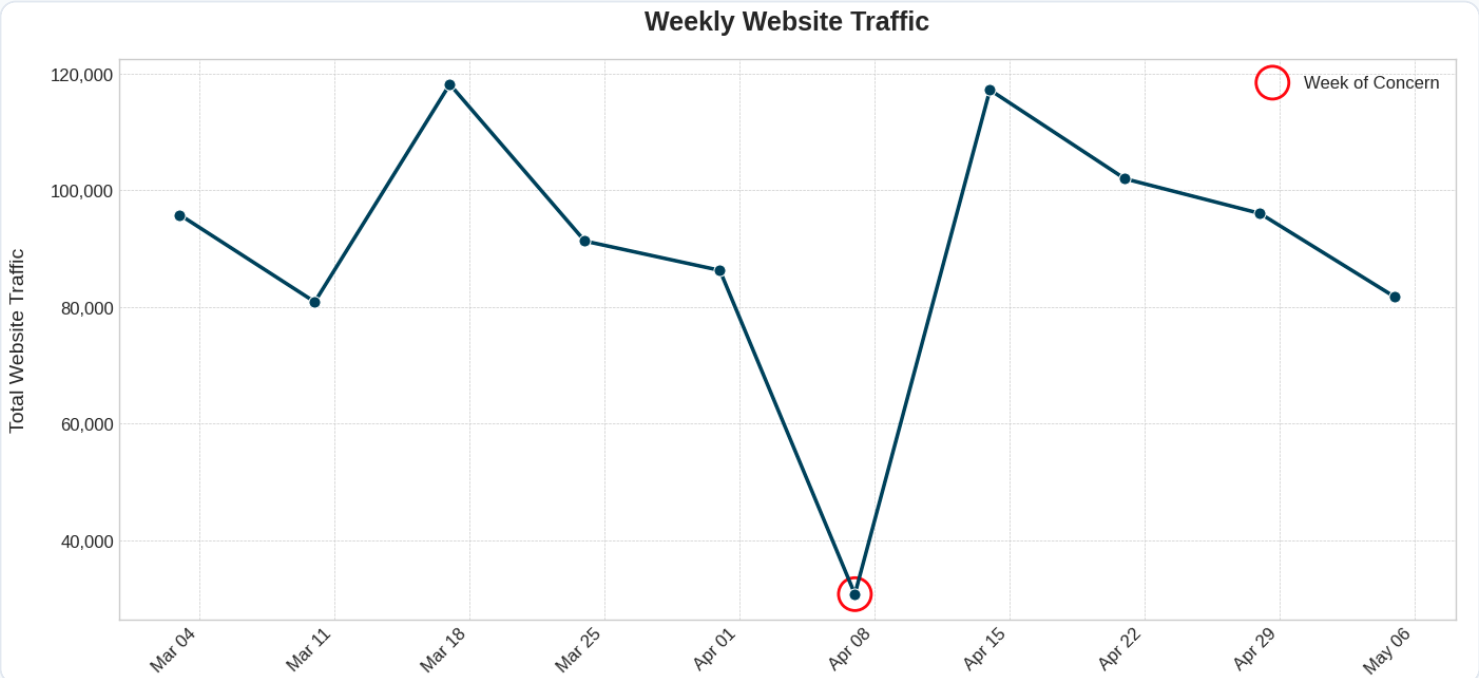


Why Were Sales Down Around April 8th? An Analysis

1. Significant Drop in Website Traffic

Analysis of weekly website traffic revealed a sharp decline during the week of April 7th (marked as 'Week of Concern').

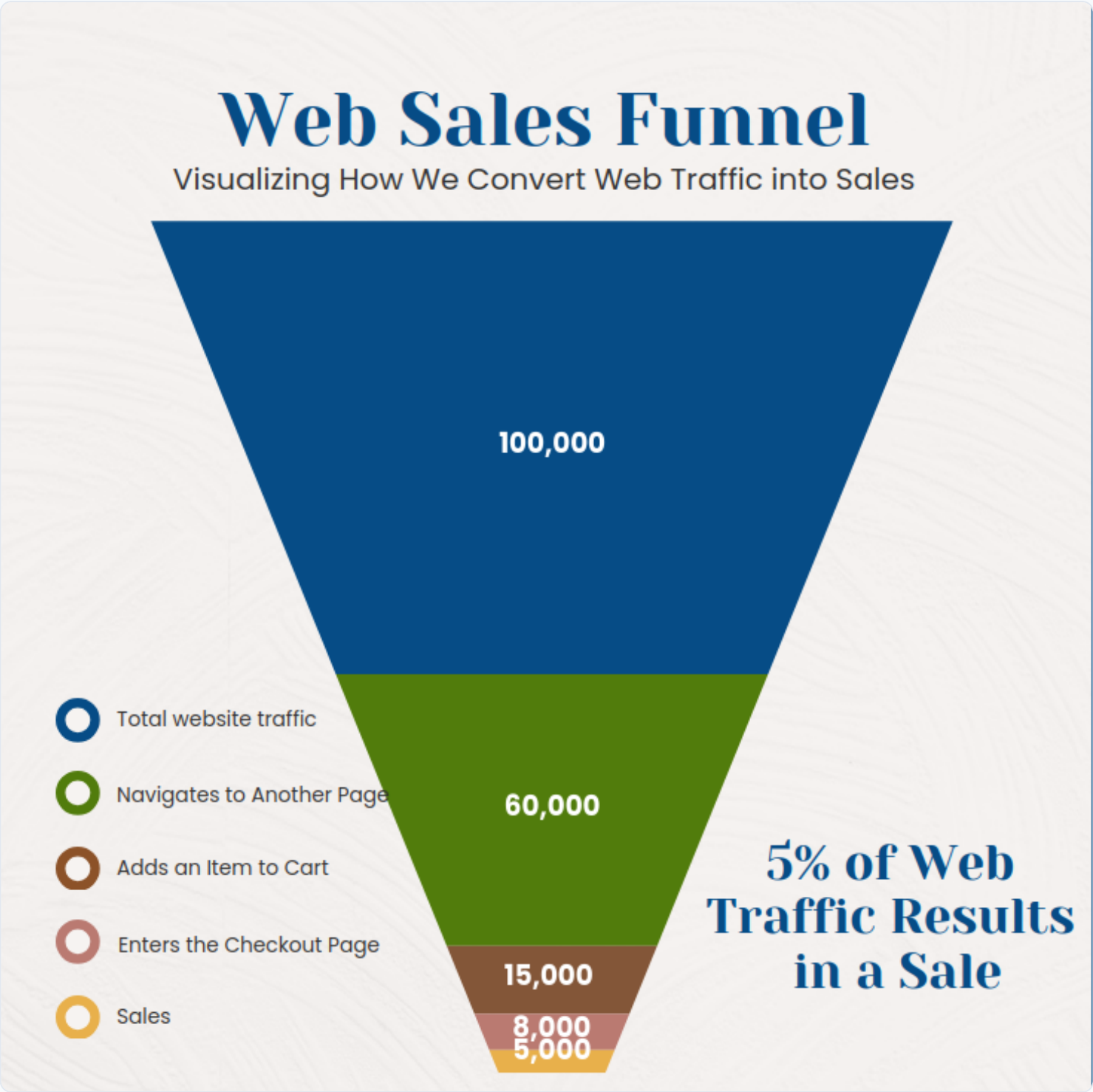


This indicates fewer potential customers visited our website during that critical period.



2. The Sales Funnel Relies on Traffic

Our web sales funnel shows that website traffic is the starting point for all online sales. Fewer visitors at the top means fewer conversions at the bottom.

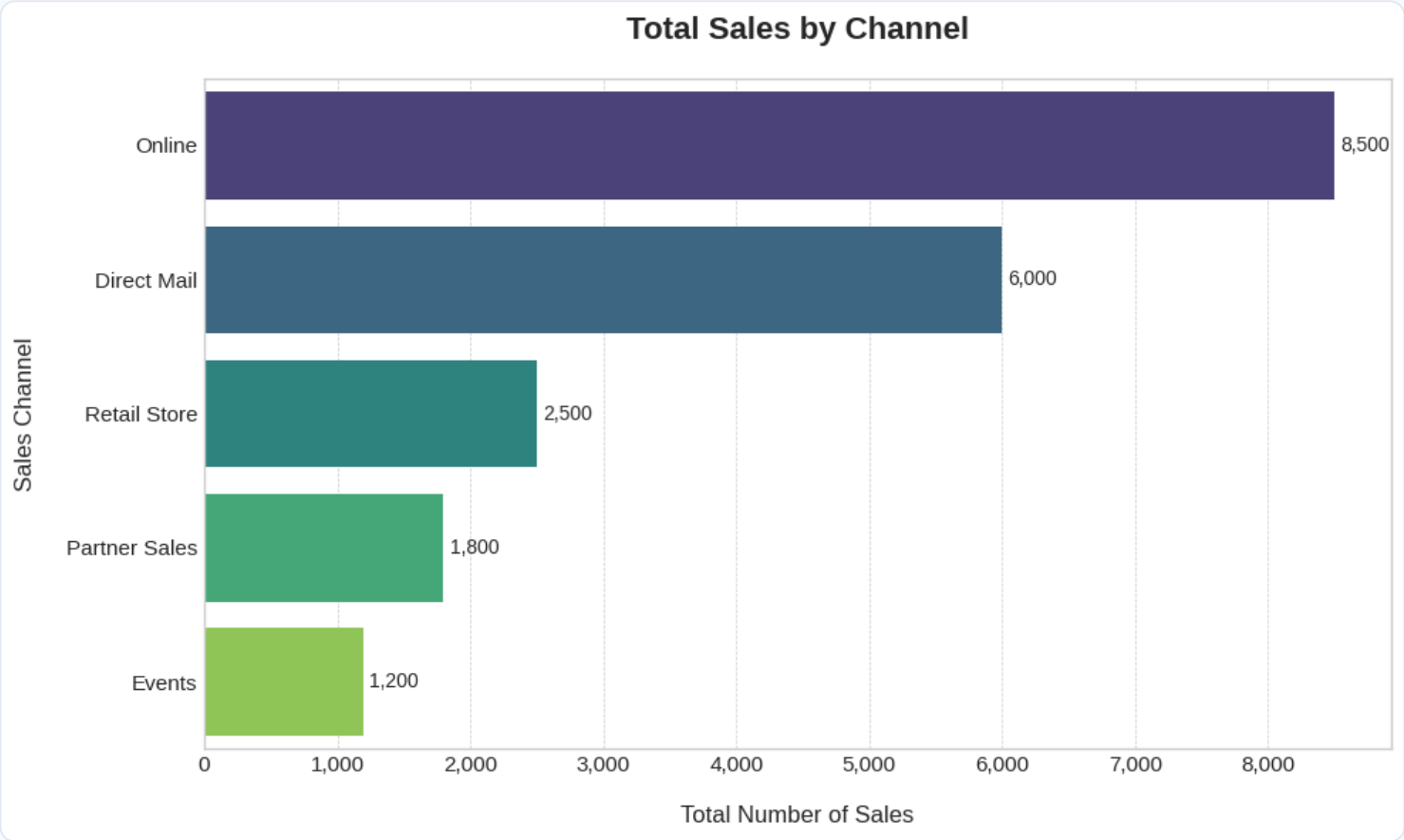


A drop in traffic directly impacts the number of potential customers entering the funnel.



3. Online Channel is a Major Sales Driver

The sales distribution chart highlights that the 'Online' channel contributes the largest portion of our total sales.



Therefore, a significant drop in website traffic disproportionately affects overall sales figures due to the importance of the online channel.

Conclusion

The primary reason for the lower sales around April 8th appears to be the **significant decrease in website traffic** during that week. Since the online channel is our largest source of sales, this traffic reduction directly impacted the top of the sales funnel, leading to fewer overall conversions and lower sales volume.