Sales Trends

Sales for the year have grown considerably, and sales continue to trend upwards.

Year over year growth for the first week of December is up 294%, and the 10 day rolling average for total daily sales shows a clear upwards trajectory.

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Breaking sales down by channel, we can see that this growth has largely been driven by growth in sales from stores.

Chart

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Stores accounted for 66.15% of total sales in Q4, up from 37% in Q1. While growth in other channels remained modest, it’s notable that mailing sales also saw a large increase over the year, increasing from 1.96% of total sales in Q1 to 2.63% of total sales in Q4.

While sales for Q1 of 2012 are forecasted to be up 779% over sales in Q1, this forecast is rosy and we should expect to see actual growth somewhere in the range of 300-500%.

It would be well worth examining what drove the explosion in store sales, as would be investigating the recent success of mail sales.