### **Monthly Sales Insights**

Over the last two years, total sales showed notable fluctuations.

- · April 2024 recorded the highest sales at \$21,955, a 30.6% increase compared to April 2023 (\$16,806).
- Sales dipped significantly in **February 2023**, with only **\$11,945**, the lowest point across the dataset.
- There was a **seasonal boost** in **December 2023** and **2024**, suggesting a year-end shopping trend.
- Overall, the average monthly sales across 2023 and 2024 remained around \$16,000 \$17,000.

ACTION: These trends indicate opportunities to boost marketing in Q2 and capitalize on strong Q4 seasonality.

# **Monthly Sales Trend**



## **Category Sales Insight**

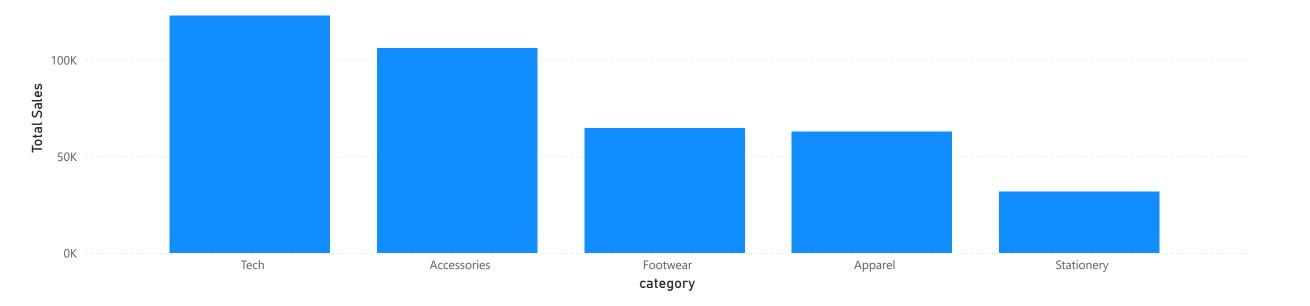
#### 1. Tech Leads in Revenue

- **Tech** is the highest-performing category with **\$123,143.88** in total sales.
- This indicates strong demand and possibly high margins. It may warrant **continued investment** in product variety, inventory, and marketing.

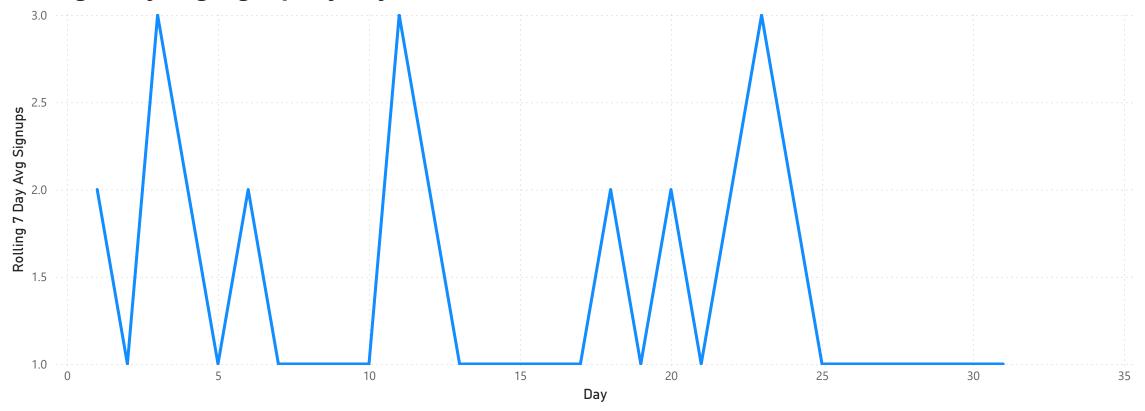
## 2. Accessories Also Perform Strongly

• Accessories come in second at \$106,127.55, fairly close to Tech.

# **Top Product Categories By Sales**



# **Rolling 7 Day Avg Signups by Day**



# **Number of Orders Monthly Compared Year Over Year**

