

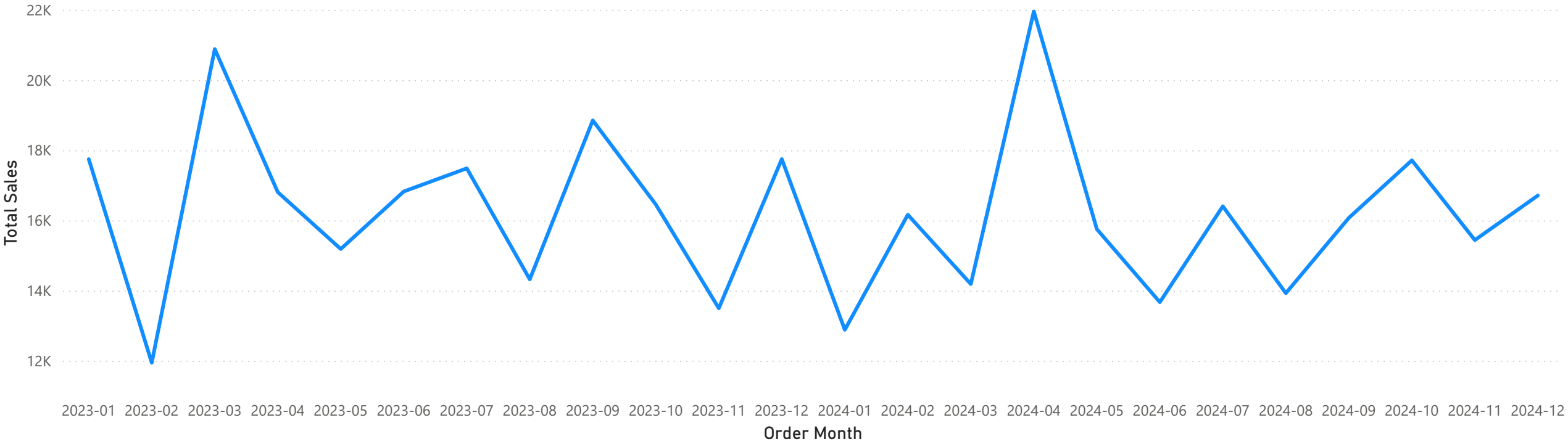
Monthly Sales Insights

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

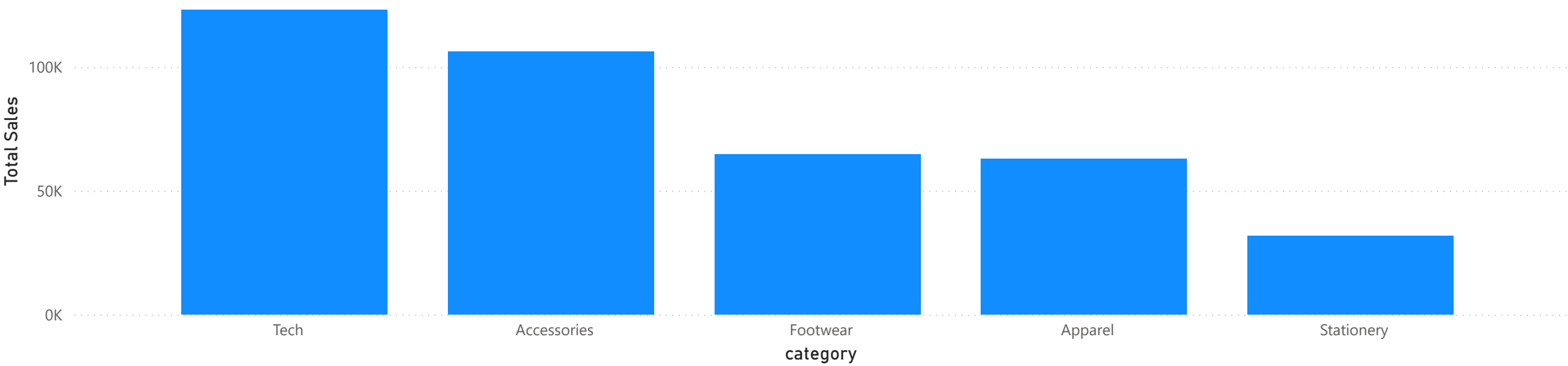
1. Tech Leads in Revenue

- **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.

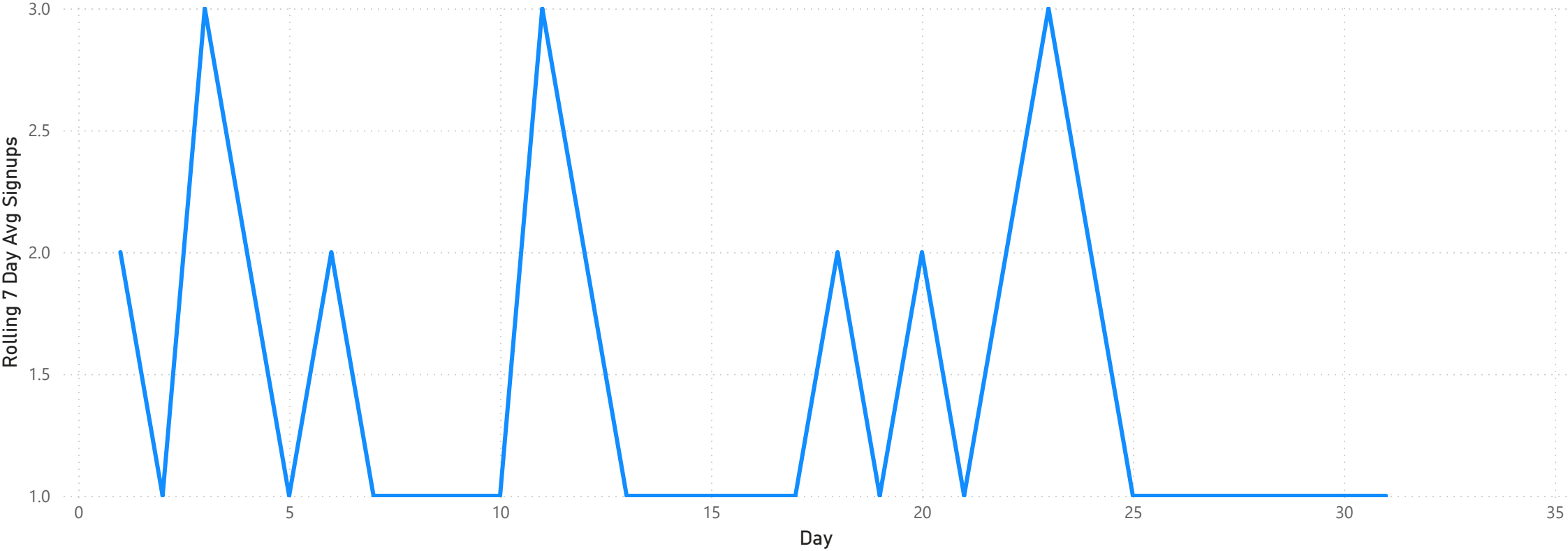
2. Accessories Also Perform Strongly

- **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

Order Year ● 2023 ● 2024

