

Monthly Sales Report

Monthly Sales Report: provides a comprehensive overview of sales performance, highlighting key trends and growth patterns. It includes a detailed year-over-year comparison to identify seasonal fluctuations and long-term improvements. This report is essential for making informed business decisions and strategic planning.

Year-over-Year Comparison

Month	Sales (2023)	Sales (2024)	YOY Change
January	\$45,000	\$48,500	+7.8%
February	\$42,500	\$44,700	+5.2%
March	\$47,300	\$46,200	-2.3%
April	\$44,000	\$51,900	+18.0%
May	\$50,200	\$57,100	+13.7%
June	\$53,100	\$52,400	-1.3%

Key Observations

- Overall, total sales for Q2 showed a **steady increase** compared to the previous year.
- April and May recorded the **highest year-over-year growth**.
- Negative growth was observed in March and June, indicating possible **seasonal fluctuations**.

Recommendations

- Investigate causes of sales decline in March and June to strategize mitigation.
- Leverage successful tactics from April and May for upcoming quarters.
- Continue year-over-year analysis to monitor long-term performance trends.