

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.