

Sales Performance Trend Analysis

1. Overview

Period Covered: January 2023 – December 2023
Prepared by: Sales Analytics Department
Date: February 15, 2024

2. Key Sales Metrics (Sample Data)

Month	Total Revenue	Units Sold	New Customers	Repeat Purchase Rate
Jan	\$85,000	1,210	145	21%
Feb	\$90,300	1,300	132	24%
Mar	\$95,120	1,370	151	26%
Dec	\$120,800	1,550	183	29%

3. Trend Summary

Highest Revenue Month: December (\$120,800)
Lowest Revenue Month: January (\$85,000)
Average Monthly Growth: 3.5%

4. Insights & Recommendations

- Consistent month-over-month revenue growth observed, peaking in December.
- Repeat purchase rate increased, indicating improved customer loyalty.
- Promotional campaigns in Q4 contributed to higher sales volumes.
- Opportunities exist to leverage successful Q4 strategies in upcoming quarters.

Important Notes

- This analysis relies on accurate and timely sales data collection.
- Trends should be cross-examined with market conditions and external factors.
- Performance metrics may be influenced by promotions, seasonality, or economic shifts.
- Use this document to inform strategic planning and resource allocation.