

Month-over-Month Sales Trend Comparison

Sample Document – January 2024

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Month	Total Sales (\$)	MoM Change (\$)	MoM Change (%)
November 2023	50,000	-	-
December 2023	62,500	+12,500	+25.0%
January 2024	58,250	-4,250	-6.8%

Summary: In January 2024, total sales amounted to \$58,250, representing a decrease of 6.8% compared to December 2023, following the holiday season's increased sales volume.

Important Notes:

- This report compares total monthly sales figures to show growth or decline trends.
- Month-over-month (MoM) changes are highlighted both in absolute dollars and percentage for clarity.
- Outliers or seasonal events (e.g. holidays, promotions) can significantly impact monthly comparisons.
- For best results, interpret trends alongside external factors, such as market shifts or operational changes.
- Consistent data definitions (e.g. revenue recognition timing) are essential for valid trend analysis.