

Seasonal Sales Trend Forecast

Report Details

Report Period	Q3 2024 (July - September)
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Date	June 10, 2024
Product/Category	Seasonal Apparel

Historical Sales Data

Month	2021	2022	2023
July	2,150	2,420	2,680
August	2,900	3,150	3,410
September	1,980	2,110	2,365

Forecasted Sales (Q3 2024)

Month	Forecasted Sales	Expected Growth (%)	Key Factors
July	2,900	8.2%	Increased marketing, early promotions
August	3,640	6.7%	Back-to-school peak, new product line
September	2,560	5.2%	Extended promotion, end-of-season sale

Assumptions & Methodology

- Forecasts are based on previous three years of sales data and market trends.
- Seasonal factors, competitor activity, and promotional plans were considered.
- Expected external influences (e.g., market conditions, weather) have moderate impact.

Important Notes

- Ensure historical data accuracy for reliable forecasts.
- Seasonal trends may shift due to unexpected external factors.
- Regularly review and update forecasts as new data becomes available.
- This format standardizes trend analysis for clear decision-making.