📊 Trends & Seasonality Insights Report

Executive Summary

This report analyzes the purchase trends and seasonality patterns for the projected period, January 1, 2025, to December 31, 2025. Based on the data, seasonal spikes in purchases are observed in November and December, while September experiences the lowest activity. Additionally, mid-week days demonstrate higher order activity, with Wednesdays performing significantly better than the weekly average. These insights can inform campaign timing, inventory planning, and revenue forecasting for 2025.

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1. Overall Trend

Data Coverage

- **Date Range Analyzed:** January 1, 2025 – December 31, 2025 (365 days)

- **Total Purchases:** 13,769

- **Unique Customers:** 805

- **Average Purchases Per Day:** 37.72

Observed Trends

- **Sales Trajectory:** Projected data suggests a modest growth in orders across the year by 19.5%, equating to an average growth of ~1.6% per month.

- **Revenue Decline:** Despite order growth, revenue is expected to decrease by 25.3% (~-2.6% per month). This may indicate a downward trend in average order value (AOV).

- **Peak Periods:**

- **Orders:** December 2025 is projected to be the peak month with 1,566 orders.

- **Revenue:** January 2025 shows the highest expected revenue, reaching $1,961,542.

- **Trough Periods:**

- **Orders:** Orders hit their lowest point in September 2025, with just 795 purchases.

- **Revenue:** The lowest revenue is expected in September 2025, at $1,107,182.

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2. Seasonality Patterns

Recurring Peaks and Troughs

- **Monthly Trends:**

- **Strongest Months:** November (+27.1%) and December (+33.9%) outperform the yearly average in orders per day.

- **Weakest Month:** September performs significantly below average (-29.8%), reflecting the most substantial dip in activity.

- **Day-of-Week Dynamics:**

- **Best-Performing Day:** Wednesdays (+51.5%) consistently outperform the weekly average in order volume.

- **Lowest-Performing Day:** Mondays (-98.1%) lag far behind the weekly average, presenting a clear opportunity to avoid key campaign launches on this day.

Seasonality Strength

- **Monthly Variations:** Seasonality by the month is relatively weak (**Strength: 0.16, Low**).

- **Day of the Week Effects:** Day-of-week seasonality is highly significant (**Strength: 0.63, High**), indicating strong behavioral patterns tied to specific days.

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3. Planning Implications & Recommendations

The following actionable insights will help with planning for the year 2025:

1. **Campaign Timing:**

- Launch major marketing initiatives ahead of November and December to maximize outcomes during peak activity months.

- Avoid running substantial campaigns in September, as it reflects the lowest seasonal performance.

1. **Midweek Promotions:**

- Schedule sales or discounts targeting Wednesdays, where customer activity is robust.

- Deprioritize marketing budgets for Mondays, given the low activity (-98.1% below weekly averages).

1. **Revenue Recovery Efforts:**

- Investigate the factors contributing to the sharp decline in AOV, particularly analyzing price sensitivity or changes in purchase behavior.

1. **Inventory & Staffing Adjustments:**

- Ensure sufficient stock levels and workforce availability during the November–December peak to prevent operational bottlenecks or missed revenue opportunities.

- Scale back resources in September to optimize costs during low-activity periods.

1. **Testing Low-Activity Days:**

- Experiment with campaigns or new strategies on days like Mondays, where significant room for improvement exists.

Closing Notes

The projected trends and seasonality for 2025 highlight specific periods of opportunity and caution. Using these insights, your teams can strategically align marketing efforts, inventory planning, and operational decisions to maximize the year's potential. Let me know if you'd like a deeper dive into any particular section or analysis.

Data Visualizations & Tables

Aov By Dow

DoW	Avg AOV	% vs week-avg
Mon	1,773	22.0%
Tue	1,694	16.5%
Wed	1,315	-9.5%
Thu	1,482	1.9%
Fri	1,352	-7.0%
Sat	1,296	-10.9%
Sun	1,266	-12.9%

Dow Vs Avg

DoW	Avg orders/day	% vs week-avg
Mon	0.73	-98.1%

Tue	0.94	-97.5%
Wed	57.06	51.5%
Thu	55.63	47.7%
Fri	55.1	46.3%
Sat	53.1	41.0%
Sun	41.13	9.2%

Data Coverage

Metric	Value
Date span	2025-01-01 → 2025-12-31 (365 days)
Total purchases	13,769
Unique customers	805
Avg purchases/day	37.72

Months Vs Avg

Month	Avg orders/day	% vs overall
Jan	38.65	2.4%
Feb	37.57	-0.4%
Mar	36.52	-3.2%
Apr	36.53	-3.2%
May	37.84	0.3%
Jun	36.33	-3.7%
Jul	35.52	-5.9%
Aug	35.13	-6.9%
Sep	26.5	-29.8%
Oct	33.52	-11.2%
Nov	47.93	27.1%
Dec	50.52	33.9%

Aov Percentiles

Percentile	AOV
p50	981
p80	2,100
p90	2,994
p95	3,897
p99	6,195

Seasonality Signals

Axis	Strength	Level
Month of Year	0.16	Low
Day of Month	0.1	Low
Day of Week	0.63	High

Period Summary Monthly

Series	Peak period	Peak value	Trough period	Trough value	Median per period
Orders	2025-12-01	1,566	2025-09-01	795	1,098
Revenue	2025-01-01	1,961,542	2025-09-01	1,107,182	1,564,205

Orders per month

Revenue per month
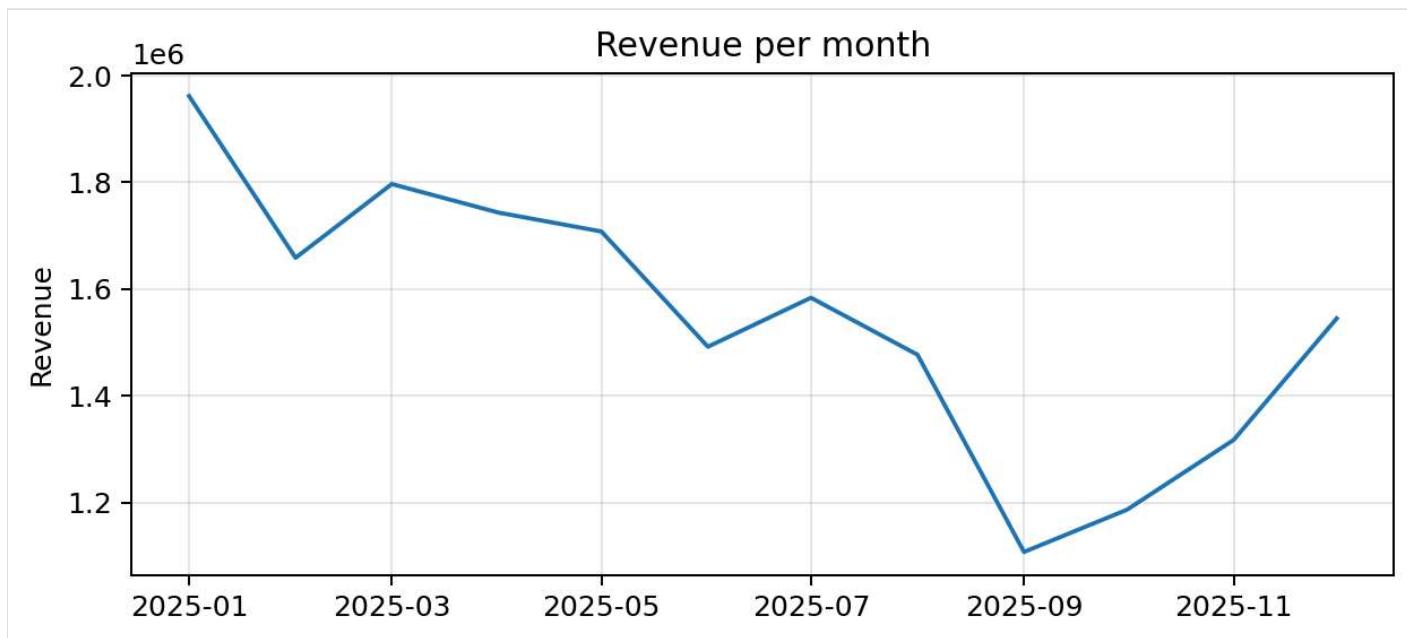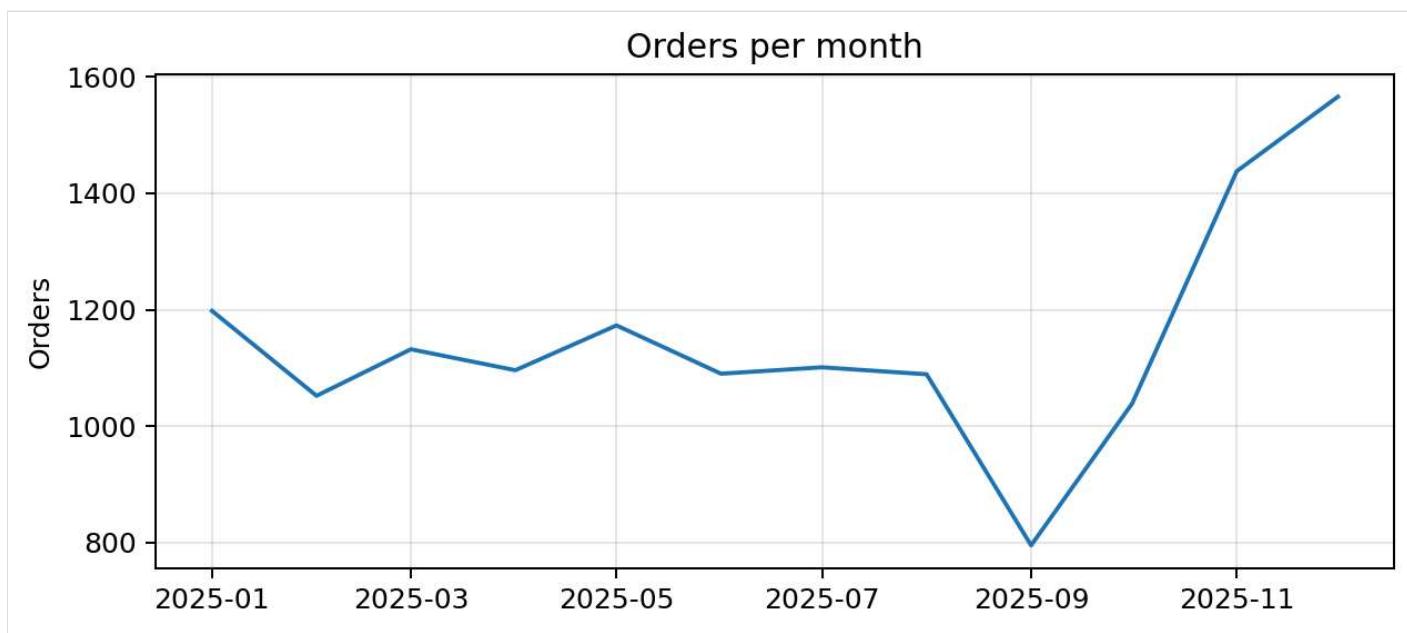
Seasonality — Month of Year (avg orders/day)
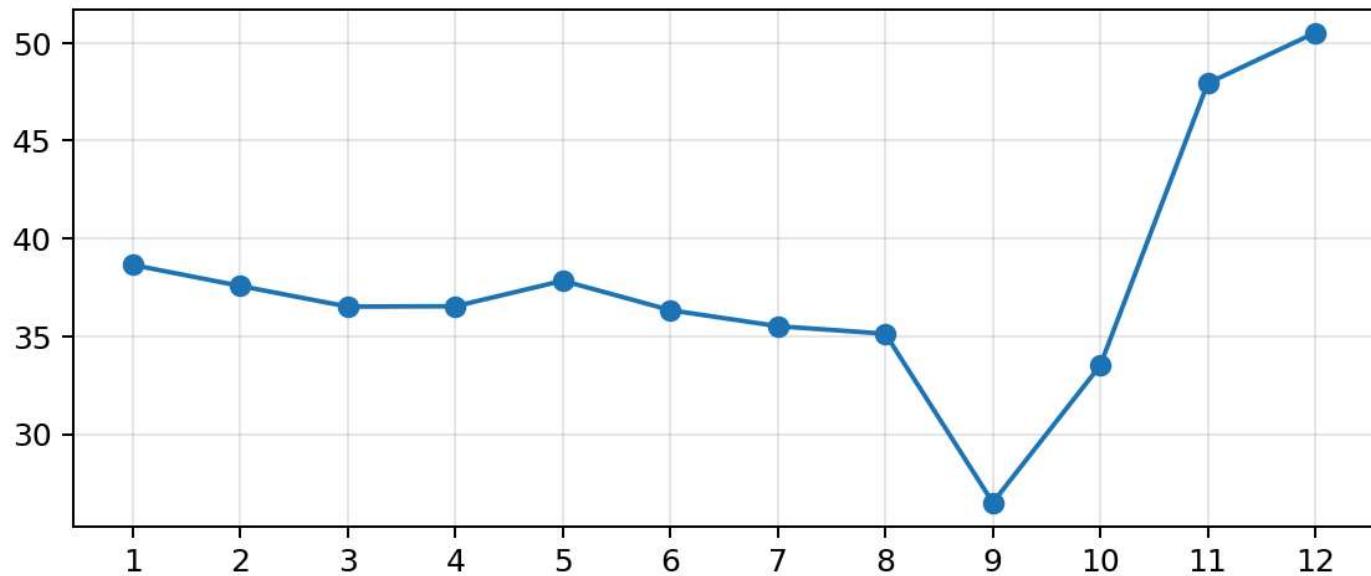
Seasonality — Day of Month (avg orders/day)
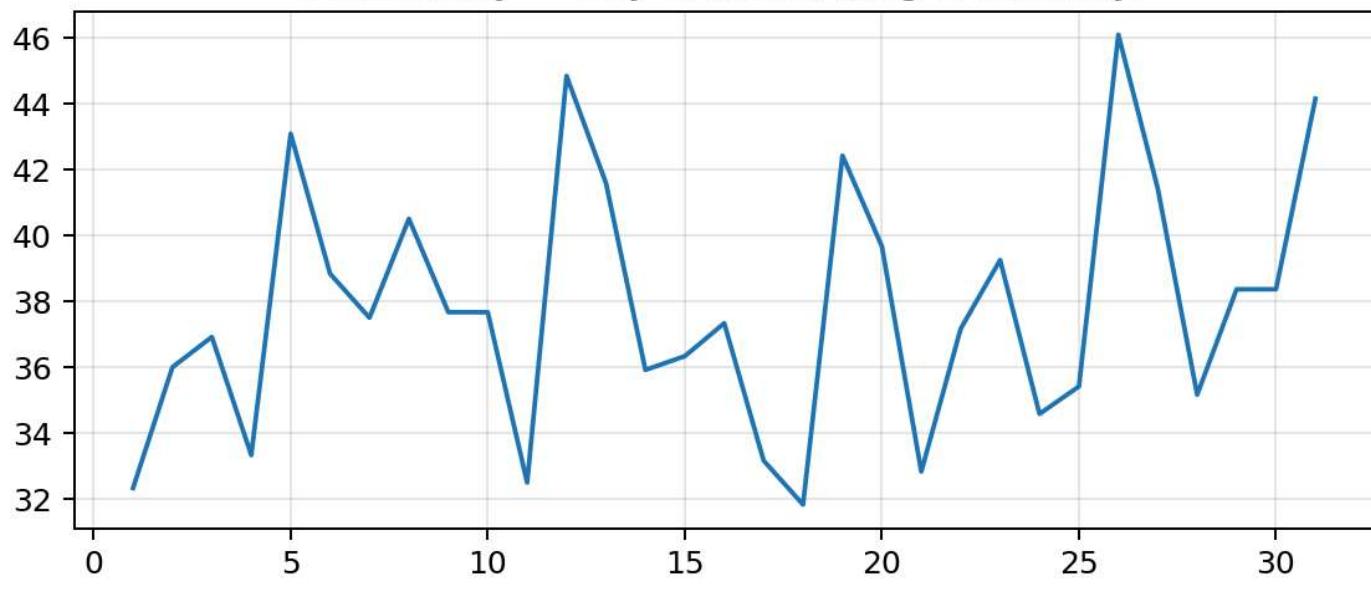
Seasonality — Day of Week (avg orders/day)

AOV Distribution