Scentrail

August Sales Drop Analysis

Why sales fell in August 2026 and what to do next

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Prepared by	Data Analytics Team
Period	January to August 2026
Data	transactions_2026_01-08.csv

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1 Monthly sales trend

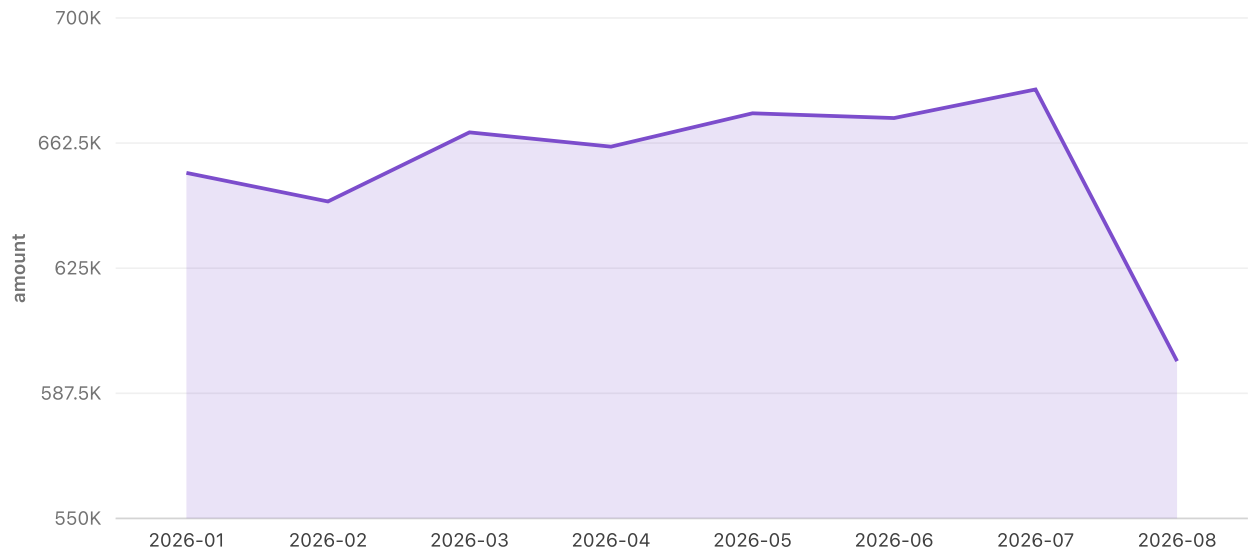


Figure 1 Monthly sales trend

Observation

Sales drop sharply only in August (July $679K → August $597K)

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2 Refund transaction trend

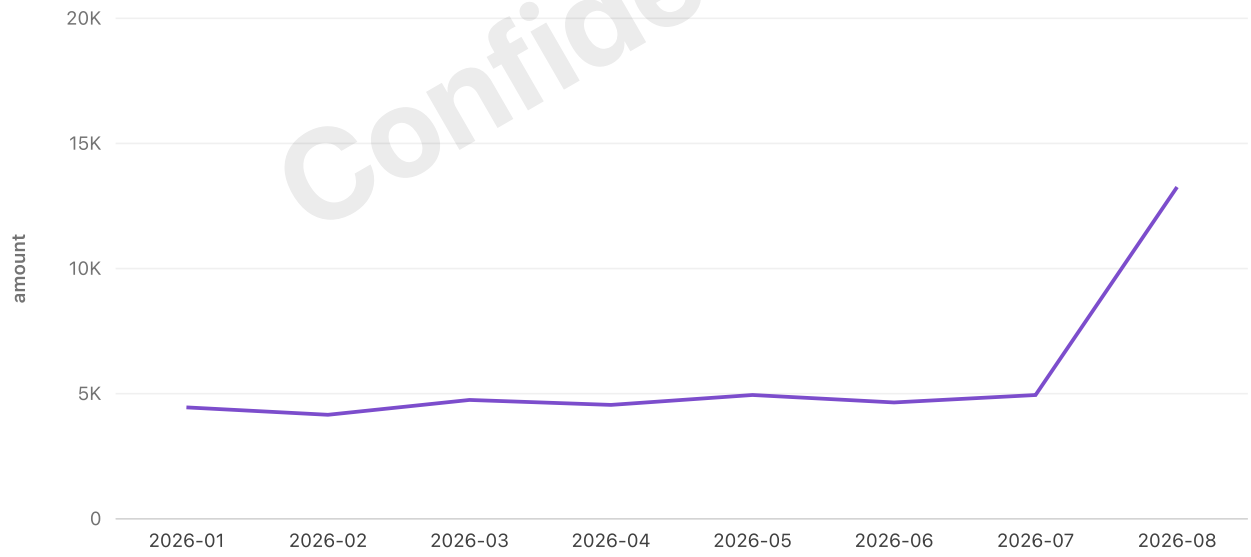


Figure 2 Refund transaction trend

Anomaly

Refund transactions spike in August (July 4,946 → August 13,257)

Question (Checked)

Did August sales fall, or did refunds rise?

What you checked

Excluding refunds, the drop is only 3%. Refunds went up

3 Sales excluding refunds

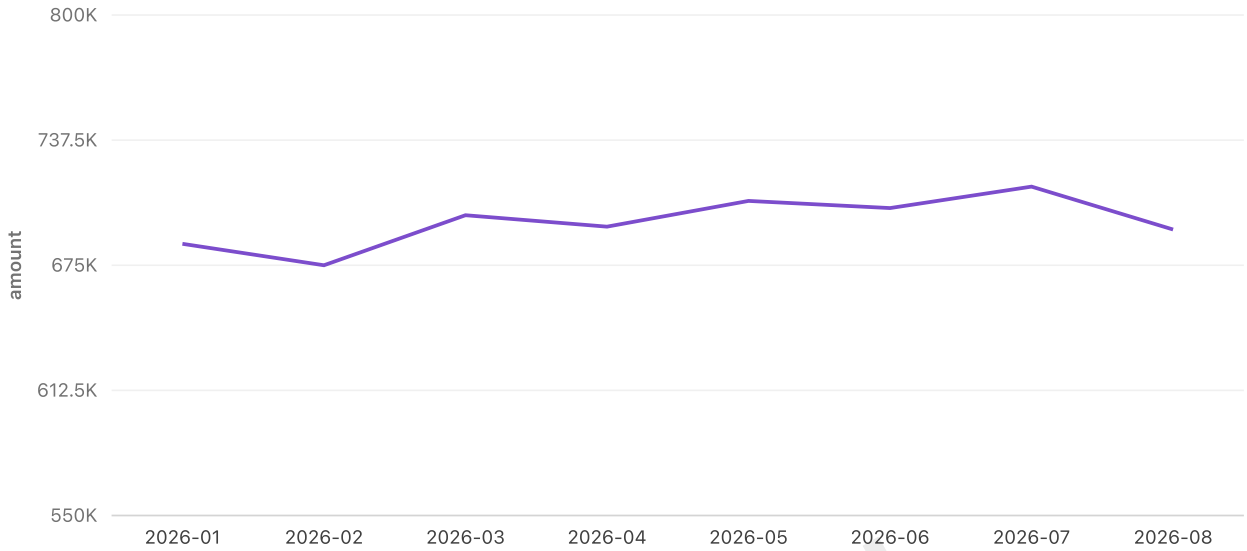
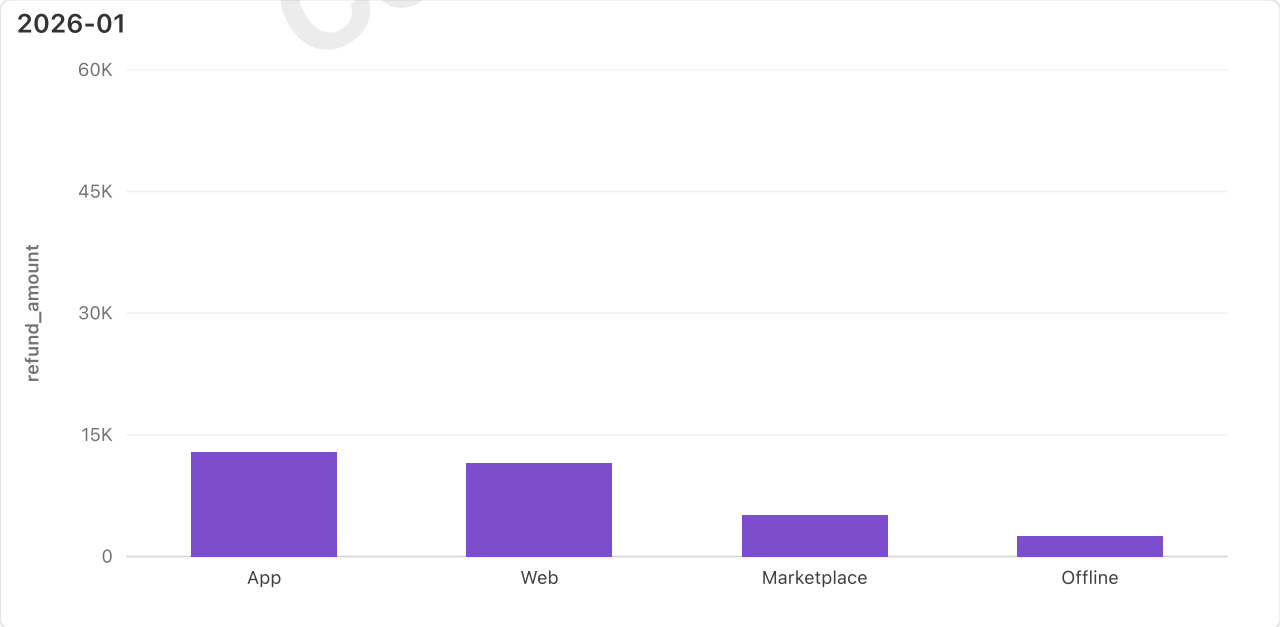


Figure 3 Sales excluding refunds

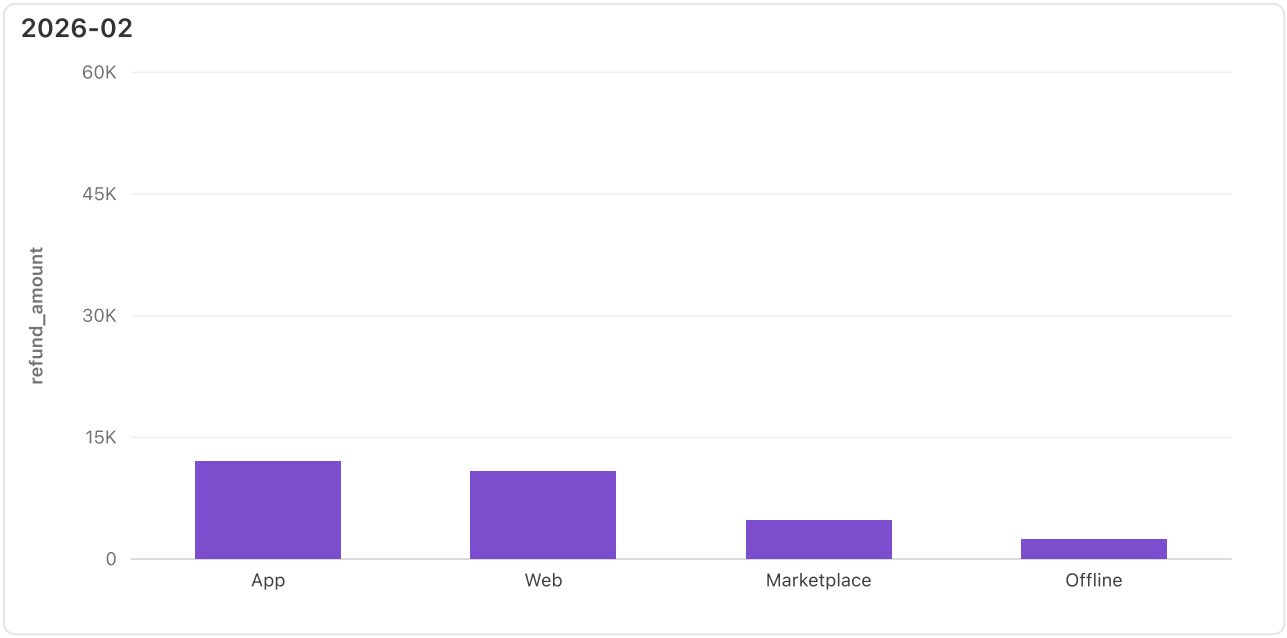
Observation

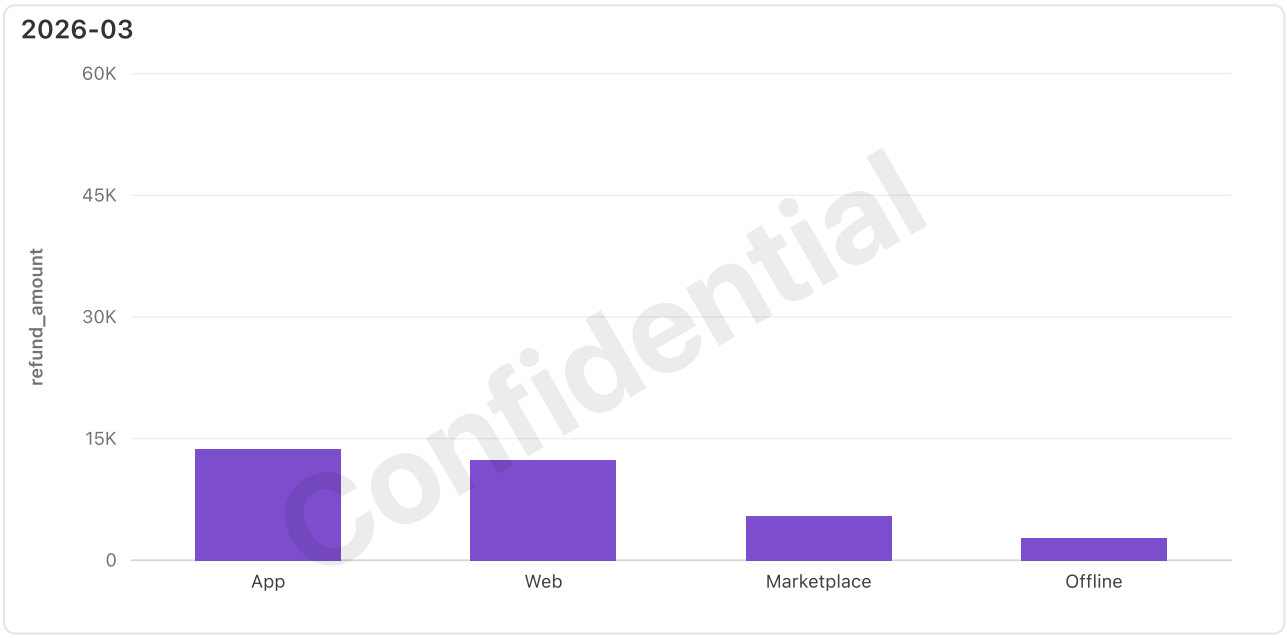
Excluding refunds, the drop is only 3%

4 Refund amount by channel



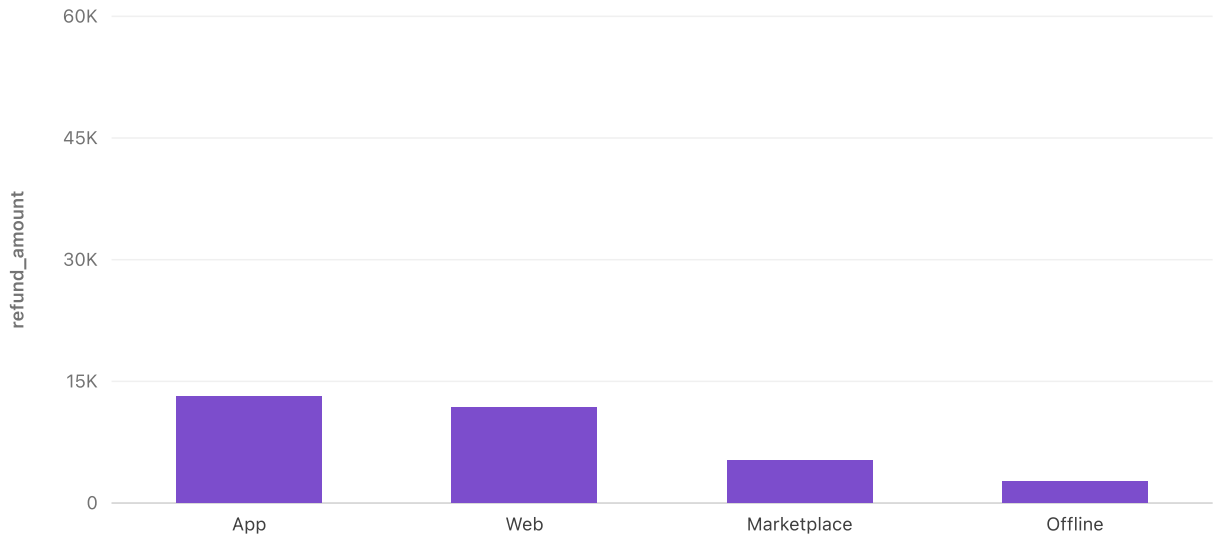
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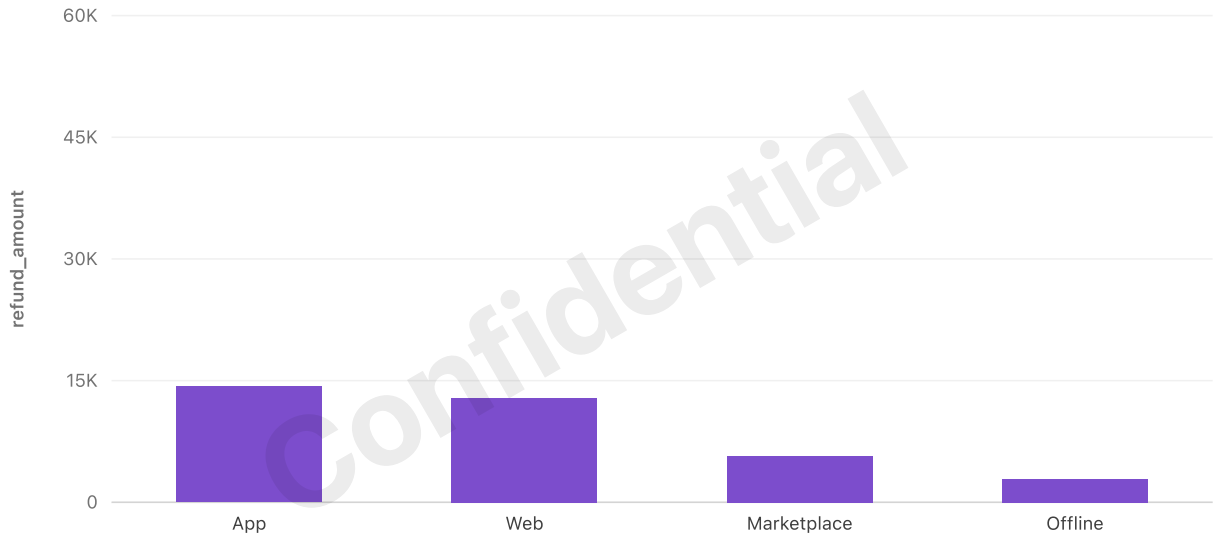


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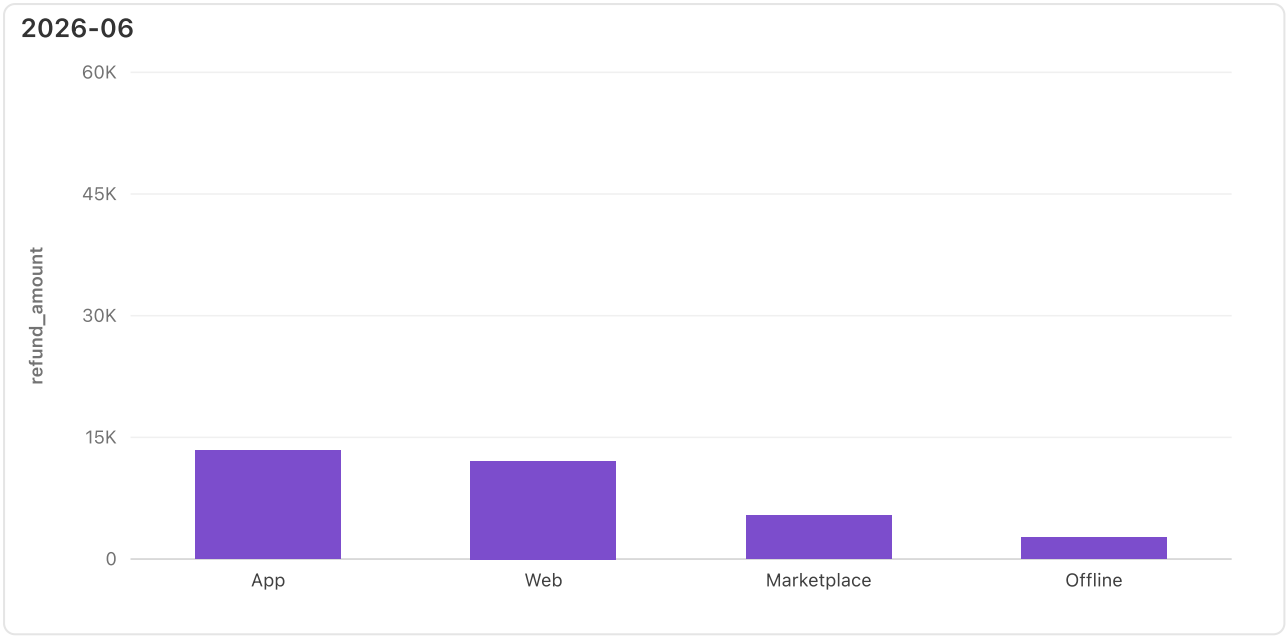
2026-04

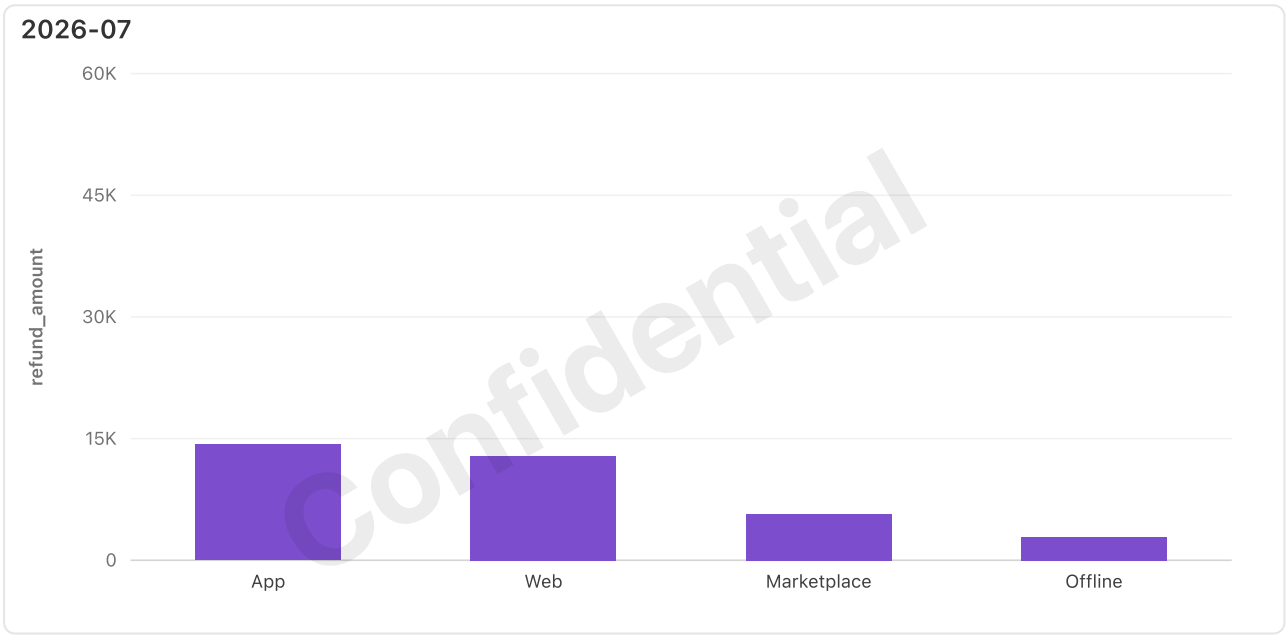


2026-05



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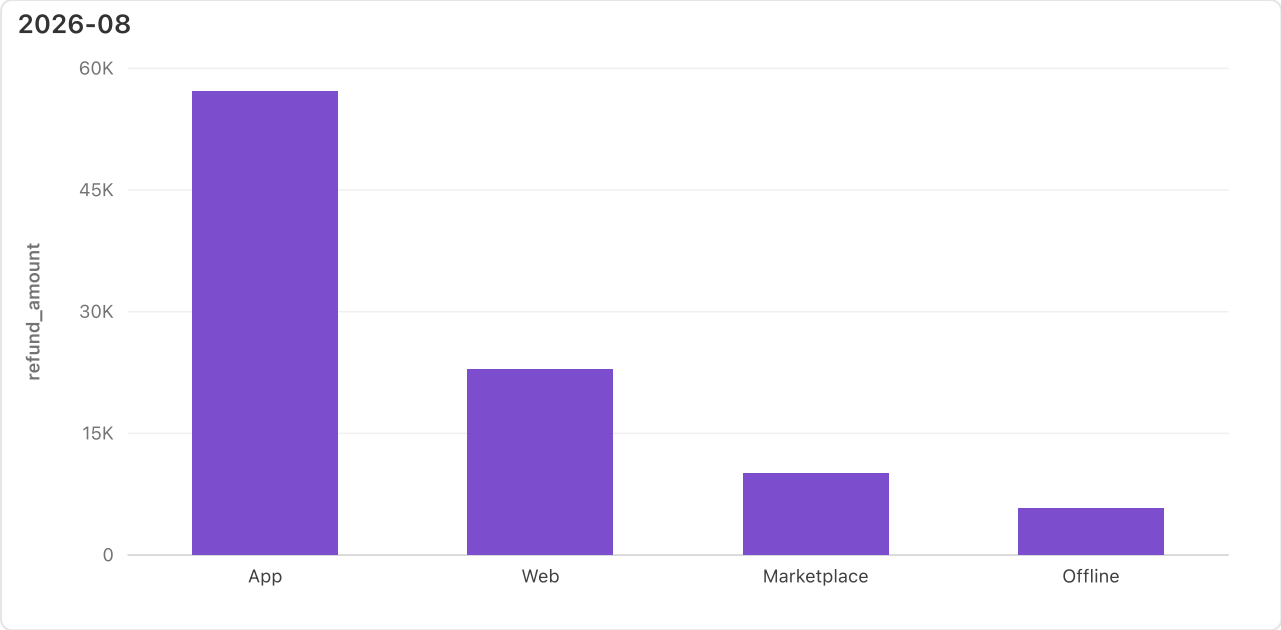


Figure 4 Refund amount by channel

Question (Unchecked)

Which products drove the rise in App refunds?

Observation

August App refunds are 4x July

Memo

Summarize by channel and send it to the CS team

Insight

August sales fell because App refunds spiked, not because fewer orders were placed

Action (Unhandled)

Ask the CS team why App refunds rose in August

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