|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date** | **Total chai sales**  **(units)** | **Sales of Artisanal Chai (units)** | **Sales of finished chai (units)** | **Social media engagement (views)** | **Search online for Chai** |
| 01.01.2023 | 784 | 197 | 587 | 5373 | 3393 |
| 31.01.2023 | 659 | 448 | 211 | 6874 | 2663 |
| 28. Februar 2023 | 729 | 473 | 256 | 7744 | 2546 |
| 31.03.2023 | 292 | 338 | –4 % | 4468 | 2371 |
| 30.04.2023 | 935 | 499 | 4:36 | 17:05 | 2996 |
| 31. May 2023 | 863 | 315 | 548 | 3599 | 599 |
| 30.6.2023 | 807 | 235 | 572 | 9666 | 5016 |
| 30. July 2023 | 459 | 177 | 282 | 26304 | 2510 |
| 29. August 2023 | 109 | 82 | 27 | 11691 | 2594 |
| 30. September 2023 | 586 | 388 | 198 | 6230 | 2784 |
| 31.10.2023 | 659 | 448 | 211 | 6874 | 2663 |
| 30. November 2023 | 729 | 473 | 256 | 7744 | 2546 |
| 31.12.2023 | 1117 | 690 | 427 | 8312 | 2987 |