It was found from the dataset that:

1. There was a downward trend in sales activity from 2017 to 2018
2. It was found that the product category with the highest Sales Volume is the Art & Craft product category with about 29% of the total sales while the one with the highest profit is the Toys product category with an average of about 28% profit.
3. It was discovered that the Downtown store location makes the highest number of sales in comparison to the other product categories and as such makes the highest profit.
4. The two products with the highest product prices and cost simultaneously, made relatively high profits and had high demands as well. So therefore, it can be said that products that cost more such as colour buds, lego bricks and toy robots make more profits than products that cost less.
5. The highest demands were made in the months of March through July so there may be more of those certain product categories like Art & Craft during these months.