**Sales Performance Analysis Observation**

**Based on the observation:**

1. The products are Paper craft, Little Birdie which is sold nearly 80000 products and Medium ceramic top storage jar which is sold more than 70000 products.
2. Sales peaked during November and October.
3. Most sales are happened at 10am and 12pm.
4. On weekly basis, Thursday and Tuesday has the vast amount of purchases.
5. Number of total unique customers is 4330 and their average revenue was 2048.

**Business Recommendation:**

* Stock up inventory before October and November, and run promotional offers aligned with festive trends.
* Run email and social media campaigns around 10 AM – 12 PM to match peak buying hours.
* Launch limited-time weekday offers every Tuesday and Thursday to leverage customer engagement.
* Pair top-selling products with underperforming items to boost overall sales.
* Reward high-revenue customers with loyalty points, exclusive discounts, or early access to new arrivals.