**PURPOSE:** To leverage historical sales data and customer information for the discernment of regional sales patterns, product popularity, and customer preferences within the furniture industry. The primary goal is to extract actionable insights guiding targeted marketing initiatives, inventory optimization, and elevated customer interactions.

**DESCRIPTION:** The project aims to analyze historical sales data and customer information to identify regional sales trends, popular products, and customer preferences within the furniture industry. Insights derived from this analysis will inform targeted marketing strategies and optimize inventory management practices, enhancing overall business performance.

**KEY FINDINGS:**

1. April and May exhibit the highest sales figures, indicating a potential seasonal trend with increased demand during these months. This insight could guide inventory management and marketing strategies to capitalize on peak seasons effectively.

2. The Urban, Volt, and Energy models emerge as the top revenue generators, indicating their popularity among customers. Understanding the attributes that make these products successful can inform product development efforts and highlight areas for potential expansion or enhancement.

3. Despite Energy being the highest revenue-generating product, Flash achieves a higher total discounted price per unit sold despite lower sales volume. This suggests that Flash may have a higher profit margin per unit sold compared to Energy, indicating potential differences in price sensitivity across different product models and emphasizing the importance of optimizing pricing strategies for maximizing overall profitability.

**RECOMMENDATIONS:**

1. Capitalize on the peak demand observed in April and May by adjusting inventory levels and marketing efforts accordingly. Consider launching targeted promotional campaigns or introducing seasonal product variations to meet the heightened demand during these months effectively.

2. Invest resources in understanding the key attributes and features that contribute to the success of the Urban, Volt, and Energy models. Use customer feedback, market research, and sales data analysis to identify areas for product enhancement or expansion. Tailor marketing strategies to highlight the unique selling points of these popular models, thereby attracting more customers and boosting sales further.

3. Conduct a thorough analysis of pricing strategies, considering both revenue generation and profit margins per unit sold. Explore ways to enhance profitability by adjusting prices, bundling products, or introducing value-added services. Additionally, evaluate the pricing structures of Energy and Flash models to ensure alignment with customer preferences and market dynamics, aiming to maximize overall profitability without compromising sales volume.

By strategically aligning inventory management and marketing efforts with seasonal sales trends, understanding the success factors of popular products, and optimizing pricing strategies, businesses can effectively capitalize on market opportunities, enhance product offerings, and maximize profitability within the furniture industry.