



- The total amount sold for this company is of \$1.261.299 dollars, spread out fairly evenly throughout the year 2022.
- There has been 15 different promotions throughout the year 2022. The only week with 2 simultaneous promotions was the last week of the year, with promotions Christmas and New Year.
- It seems like week 11, week 26 and week 41 are the 3 weeks of 2022 with more than 40k in sales. This might be an indication that these are critical moments of the year that the company should keep in consideration.
  - It is also an indication that promotions for Grandmother's Day, Father's Day and Grandfather's Day were 3 very efficient promotions and could be reproduced in the business context
- Overall, It looks like every promotion result in a pike in sales, meaning they are efficient at increasing the amount of sales.