INSIGHTS

* In the sales data analysis.Analysed the total revenue of the company every year
* In the sales customer has focused only on sales channel as Point of sales
* I could see the massive sales growth on autumn month particularly on Baby diapers.
* There is worst sales in the toys and gift product
* There is bit low sales in bathing and skin care

**Recommendations**:

* More concentrate on the Toys and Gift products
* More concentrate on online sales channel
* Give some discounts
* Could do creative Toys and gift products