1. Leverage Peak Sales Hours

Observation: The dashboard shows a clear trend in sales by time of day, with peak sales during the evening (e.g., 6 PM - 9 PM).

Recommendation:

Targeted Marketing Campaigns: Launch promotional campaigns (discounts, offers, or ads) specifically during peak sales hours to maximize customer engagement.

Upsell and Cross-Sell: Use these hours to promote related or high-margin products to increase average order value.

2. Focus on Top-Performing Products and Regions

Observation: The top products (e.g., Air Fryer, Sneakers) and regions (e.g., Bucharest) are significant contributors to total sales.

Recommendation:

Stock Optimization: Ensure adequate inventory levels for top-performing products in these regions to avoid stockouts during high-demand periods.

Region-Specific Promotions: Allocate more advertising and promotions for the Bucharest region and similar high-performing areas to boost regional sales.