

Recommendations to enhance sales :

1- Focus Marketing Efforts on Peak Sales Hours :

- Through the dashboard, we will notice that the time that achieves the highest sales percentage is in the morning and afternoon. We can intensify advertising campaigns at this time and focus on the peak hours, such as 4 pm and 10 pm.

2 -

We can also save the representative who has the lowest sales percentage with things that make him exceed the sales percentage. We add many offers in the month of 12 because this is the time when sales occur the most, with the addition of among these offers the least-selling products.