**INSIGHTS**

* The top-selling Product is Baby Formula.
* Seasonal Peak is in September month.
* Sales gradually increased year by year.
* Comparing Online and Offline sales, Sales have increased in the offline.
* In the sales channel, the point of sales is high.

**RECOMMENDATIONS**

* We have to focus more on the winter months.
* We can provide woolen clothes in the winter season.
* Therefore we can increase sales in the Winter season.
* We can also provide some discounts to increase the sales.
* We can also increase the number of products in the online stores. Therefore we can see an increase in the online sales.