SHORT SUMMARY OF MY INSIGHTS

* From the analyzed data I observed that there was a pretty consistent sales level over the last year, there were no massive decrease or increase in the sales level.
* Also, Skincare seems to be the most purchased product next to fitness equipment and supplements.
* There was no record of sales in the Northern region throughout the last year.
* The Mid-western region has the most number of customers and purchases.
* The Eastern region is the most underperforming area.

RECOMMENDATIONS

* More effort should be put into the advertisement of all other products asides skincare, given skincare products total sales surpasses that of others.
* More marketing attention should be put in the Eastern region to boost sales.
* Bloom & Thrive should possibly consider expansion towards the Northern region.