sales data set investigation

-is the company growing?

gross sales started to grow fast at the beginning of October 2019, which indicates a growth of the company

-what makes the company sell more with fewer returns?

returns increased at the beginning and discounts were low when the company raised discounts, significantly reduced returns

-which products we can omit?

Products that have low sales or high loss like (easter, gift baskets, textiles)

-which products to consider?

Products that have high sales with a low loss like (Christmas, home decor, jewelry, kitchen)