**SALES DATASET ANALYSIS REPORT**

**Data:**

The given data is about the sales information for last four years. It was collected daily and categorized as product type, sales type and collected channel wise also on the basis of transactions.

**Information**:

Even though it is collected on various basis it shows the information of the customers like, their id, products they have purchased, product details Shipment details, Delivery status, shipment state and so on.

**Insights**:

From this information, we get the insights like weather the products have reached customers, which product has been sold most, Where the shipment is needed more, monthly trend, weather our customers are from online or offline and in which channel the top sales has been done and so on.

From the given data,

* The September month has been in the top.
* Offline sales are more when compared to online.
* Baby Formula is high in sales
* Point of sale is more when compared to other channels.
* Baby toys are least sold products

**Decision** **Making**:

* In winter season, we have to increase our marketing campaign and sales techniques to increase the sale value.
* Sales can be increased by providing more gift cards, vouchers.
* Also, we have to concentrate on draft orders.

This could help us increase a wide range of customers in further years.

**THANK YOU**