Based on the exploratory analysis the following conclusions are made.

* More the sales more the profit.
* There was a dip in sales during the year 2016, considering the same discounts were applied across all goods. Until 2017, the overall profit was comparatively lesser but once the people got to know about the benefits, the sales and corresponding profits started increasing.
* It could also be found that the majority of sales were contributed from the western region of Tamil Nadu and reaping more profit than the others followed by the eastern region.
* From the western region, Customer “Kritika” is the top contributor in the overall sales.



