**PART III Summary**

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**Post analysis on TerpBuy data, following insights are derived:**

1. The majority of items sold are from the Apparel, Fan Shop and Golf departments. Terpbuy can continue selling products from these departments.
2. The departments of Book Shop, Discs Shop, Fitness, Health & Beauty, Pet Shop and Technology are not having sufficient number of sales, as compared to the other departments.
3. All listed products have been sold at least once. However, TerpBuy can reduce offering products in the following categories: Book Shop, Health & Beauty, Pet Shop, and Technology.
4. There is room for improving sales in these categories: Discs Shop, Fitness, Footwear, and Outdoors. TerpBuy needs to advertise these categories for more visibility.
5. TerpBuy can reach out to the corporate customers who have not placed any orders yet, since over half of them have not placed orders. The same can be done for other customer segments.
6. The number of orders from customers have been seen to be falling in the years of 2020 and 2021. Terpbuy will need to figure out the reasons behind this fall. Further analysis will give the answers.