**Christman Sales and Trends**

In range of years from 2018 to 2023, Specifically in November and December Christmas trends Go Viral.

So, We see that sales like Clothing, Decorations, Electronics, some Food and Toys that related to Christmas more sold into the 4th Quarter of the Year.

Here we will Display more about Christmas stores online and offline selling and view meaningful insights that will let us know the increasing and decreasing of sales.

* **Top Selling Products at all 6 years:**

1. Electronics Products. **(Sold 10%)**
2. Toys Products. (Sold 9.7%)
3. Clothing Products. **(Sold 10%)**
4. Food Products. (Sold 9.8%)
5. Decoration Products. (Sold 9.7%)

* **Top Returned Products at all 6 Years:**

1. Electronics Products. **(Returned 10.8%)**
2. Toys Products. (Returned 10.4%)
3. Food Products. (Returned 10%)
4. Decoration Products. (Returned 10%)
5. Clothing Products. **(Returned 9.6%)**

* **We Can see that the best Category for selling and make profits is Clothing (Sold 10% and Returned 9.6%).**
* **Total Prices was = 1.65Millions.**
  + 838.56K **Returned** Products and took their money.
  + 815.70K Total money **gained without returning** products.
* **Total Quantities was = 30K Product Sold.**
  + 15,271 Product returned.
  + 14,835 Product Sold Successfully.
* **Our Percentage of Not Returned & Returned Products from all Orders.**
  + **In 2018:** 49.5% Sold – 50.5% Returned.
  + **In 2019:** 47.5% Sold – 52.5% Returned.
  + **In 2020:** 51.5% Sold – 48.5% Returned. **/\**
  + **In 2021:** 49.3% Sold – 50.7% Returned.
  + **In 2022:** 49.6% Sold – 50.4% Returned.
  + **In 2023:** 48.3% Sold – 51.7% Returned. **\/**
* **54% Of Transactions were Online, and 46% From Store.**

**Recommendations:**

* In **2023 there was the highest rate** of returning orders from all categories, we need to **minimize the returning orders** by implementing a strict policy for processing returns.

**It will lead us for more profits.**

* **We Can Increase products like Clothing** and **decrease Electronics**, as the first one more selling and the other the most returned.
* **There was a bit of discounting but it not affect in anything, so do not make it since capturing the benefit from it.**