



## Conclusion:

Summarize your findings, key insights, and recommendations for ABC Inc to enhance their sales performance using business intelligence.

## Summary:

1. Basing on the above EDW Model, I can come into conclusion the ABC Company has registered a lower Revenue income due to the following :
  - A lower amount of goods sold.
  - A lower Customer retention rate might cause a decline in the revenue.
  - A lower number of customers purchasing the products

- A slower customer satisfaction rate might lead customers avoiding to purchase their products.

**Recommendations:**

1. ABC Company should first work hard to ensure customer satisfaction rates are higher because this will attract more customers into purchasing their products thus realizing an improvement in the revenue collected.
2. The Company should work on improving the customer retention rate thus there will be more Average Order Value hence a higher Revenue Generated.