**Recommendations**

* Optimize inventory for high ordered products by timely refilling.
* Special Offers for low ordering customers to boost the sales.
* Training and support for low performing employees.
* Development of more focused sales strategies for valuable customers.
* Product enhancements based on product lines as well less successful items.
* Strategies for more effective credit risk management.

**Observations**

* Identification of products with low inventory and high orders for Inventory Optimization
* Identification of valuable customers who are contributing most to sales.
* Performance evaluation of each sales employee.
* Evaluating Customers Credit limit and payment status.
* Review warehouse performance to consolidate or closure depending upon their performance.
* Evaluating the performance of each product line.
* Recommendations for product improvements on less successful items.

Observations and Recommendations