**Recommendations for “The Fashion Retail Sales”**

* Focus marketing, bundling, and restocking on top-selling products.
* Identify slow-movers and consider discounts or discontinuation.
* Introduce a loyalty program or VIP tier for high-frequency customers.
* Send personalized offers to repeat buyers.
* Investigate the causes of lower performance in May–June (holidays or fewer promotions?).
* Plan targeted campaigns or discounts during these months.
* Promote usage of Credit Cards if beneficial (i.e. if lower processing costs or tie-ups with banks).
* Alternatively, if cash is more profitable, offer cash-back or loyalty rewards for cash payments.
* Products with high sales and poor ratings should be reviewed for quality.
* Similarly, products with great ratings but low sales could benefit from more visibility.