BI Solution

* According to the reports, customers with higher credit limits tend to make more substantial purchases. As a strategic move, we should consider offering increased credit limits to these customers to encourage continued business growth.
* I presented the top 5 selling products along with their current stock levels, allowing us to proactively manage and maintain adequate stock levels for these popular items.
* Analysis of sales data indicates a significant increase in sales during October and November. This insight enables us to prepare and optimize our resources to meet the heightened demand during these months.
* Identification of our top-performing employees suggests an opportunity to show appreciation through promotions and bonuses. Recognizing and rewarding their efforts can further motivate and retain valuable team members.
* By discerning the varying profit margins among products, we can strategize to maintain overall profitability. Adjustments to pricing or product mix can be considered to ensure a healthy margin across our product portfolio.
* Sales data reveals high demand in the USA and France; however, the USA boasts three offices, while France has only one. To capitalize on the strong market in France, it is advisable to consider expanding our presence by opening additional offices to better serve our customer base and maximize opportunities for growth.