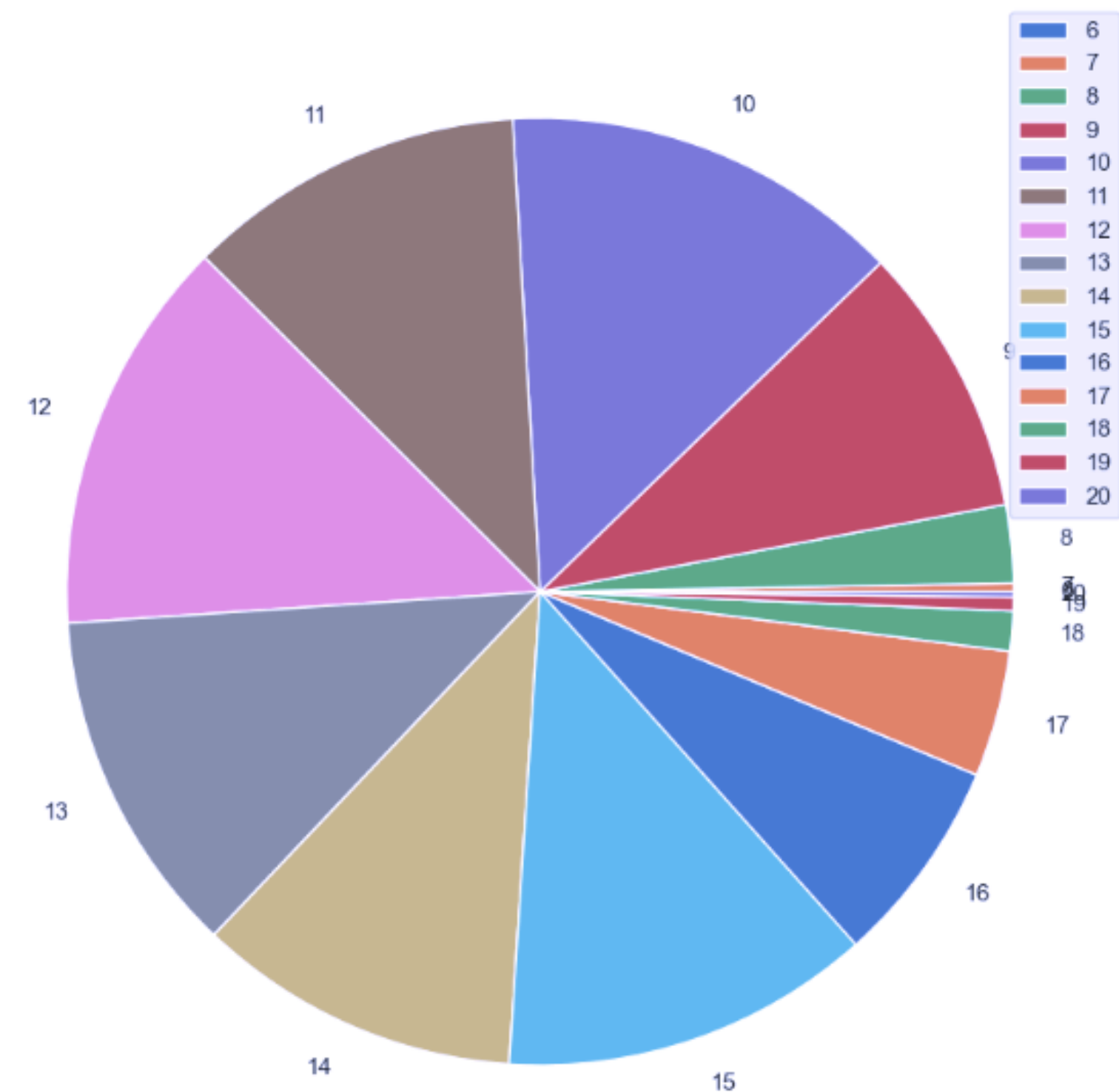


# Summary

- ❖ There is no difference between morning sales and afternoon sales when we look at the global market of this business
- ❖ Considering analysing each country would possibly highlight different results.

```
t = 0.23311391163962647
p = 0.815913764073509
We fail to reject our null hypothesis.
Total price does not increase for Sale
```

Hourly sale time in the data



---

# Next steps

---

- ❖ Consider which items are bought together to offer discounted bundles.
- ❖ Find out what countries have most and least registered customers and offer different marketing campaigns.
- ❖ Build a model to identify what items are most popular by each month and offer them to the customers from the same Country.