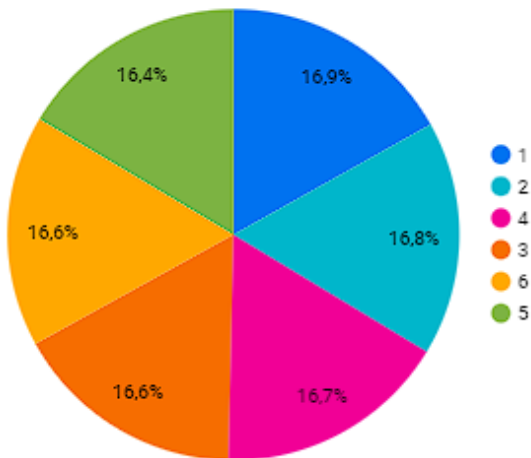


# Presentation Analysis

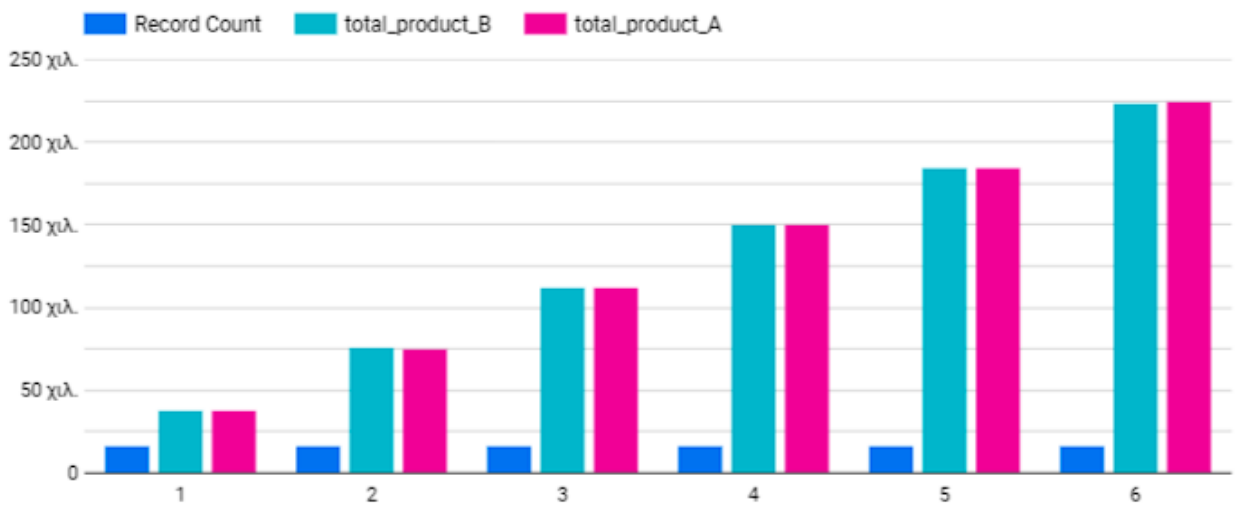
After conducting research and analyzing some key features of the data, we can arrive at the following conclusions:

Both the products (Product A and Product B) as well as the purchases display an almost perfect distribution among the customers.



In the above pie chart, we observe the dispersion of purchases among the customers. It illustrates the frequency with which a unique customer visited a store.

**Direct Correlation Between Purchases and Sales:** The data shows that there is a close relationship between the number of purchases and the quantity of sales of products A and B. This indicates that as individual purchases increase, sales also increase, showing a direct response of purchasing behavior to the increase in sales



From the above chart, we can ascertain that as purchases increase, the sales of the products also increase linearly. Simultaneously, we observe that there are no significant differences in the selection of Product A or B by any consumer group.

In conclusion, observing that an increase in purchases also leads to an increase in the products (Products A and B equally), we could say that the main concern for the company and its stores should be to steadily increase their customer base, as this will lead to an increase in purchases and, consequently, in the number of products sold.

Argyriadis Michail, Athens, 17/11/2023