***Sales data from a different period was analyzed with the aim of understanding the patterns and factors that affect sales performance and profits. The data included information on sales, profits, discounts, and the performance of different cities and territories. The most important days and months in terms of sales were also discussed.***

***✅ Top Sales and Profits:***

***🏆 Best Sales Day:******The 18th day of the month was the highest day of sales.******Today saw a high demand for orders, but the high percentage of discounts significantly affected profits.******Recommendation: Balance sales and profits by identifying more effective offers and discounts.***

***📅 Best Month Selling:******September 2018 is the highest sales month during the period studied.******Despite the significant rise in sales, profits did not rise as much due to discounts.******Recommendation: It is important to follow up on September offers in the coming years to ensure the continuity of good performance and achieve the highest profitability.***

***🟩 Best City:***

***🏙️ Best Selling City:******Kanyakumari recorded the highest sales among all cities.******This reflects growing demand in this city, but profitability should be reviewed as discounts may affect it.***

***🟥 Lowest Selling City:******Trichy was the lowest selling city.******The reason for the decline in sales in this city is likely related to challenges in marketing or distribution.******Recommendation: Increasing marketing activities at Trichy may help boost future sales.***

***🟦 Best geographical area:***

***🌍 Best Area:******West recorded the highest sales compared to the rest of the territories.******The West is the strongest market, and Kanyakumari is one of the key elements in this performance.***

***🟥 Minimum area:******North recorded the lowest sales among all regions.******There is likely to be poor distribution or marketing in this area.******Recommendation: Focus on improving sales strategies in the North region through targeted promotion and offers.***

***📆 Minimum Month Sales:***

***❌ Minimum Month Sales:******February 2015 was the lowest sales month during the study period.******This month saw a marked decline in sales, indicating low seasonality or weak demand.******Recommendation: Studying and analyzing the causes of the decline in this month can help improve performance in the coming years.***

***📅 Minimum Sales Day:***

***❌ Minimum Sales Day:******Today 15 of February 2015 was the lowest sales day during the analysis period.******It's important to review factors that may have influenced demand on this day, such as holidays or buying patterns.***

***📊 Key observations from the analysis:******The highest sales performance was on the 18th of the month and in September 2018.******High discounts in those periods helped increase sales but affected profit.******Kanyakumari is considered the leading city in terms of sales, while Trichy needs different marketing strategies.******The West area was characterized by strong sales, while the North area needs to improve and direct more attention.******It is necessary to analyze the February 2015 period to find out why sales are weak in it.***

***🧠 Strategic recommendations:******Promote marketing in weak cities (such as Trichy) to drive sales.******Promotions continue in months like September, while trying to improve profits by better managing discounts.******Monitor sales in vulnerable regions (such as North) and make offers that suit the needs of these areas.******Study the impact of discounts on profits periodically to determine the most effective offers.******Target customers in top cities like Kanyakumari with promotions and the most lucrative products.***