

Conclusions:

The necessary Insights of sales through business view point from the reports:

The number of sales made in a particular season.

Amazon emerged as the top customer with net sales of 82 million USD in 2021, along with AtliQ e-store and AtliQ exclusive

The customer performance report gives how much profit is sales can be made based on different discounts through various channels.

Comparing targets vs actuals sales gives the future growth of the company.

To analyse the performance of sales team as per the given personal sales target.

The impact of sales due to economic changes.

Market share of the company.