**Synergix Solutions Sales Performance Analysis**

Problem Statement

Synergix Solutions is a multinational consumer goods e-commerce company that sells a wide range of consumer products. With a strong presence in the market, the company continuously strives to enhance its market share, drive revenue growth, and strengthen its brand equity. The company's e-commerce portal was launched two years ago, and it has been successful in attracting customers from various parts of the world.

However, in the recent past, the sales have not been increasing as predicted, and the management is concerned about the future of the business. They have tried various strategies such as discounts, promotions, and ads but these have not yielded desired results. The management believes that there may be underlying issues that need to be addressed to improve sales performance.

The different ways with which we can improve sales of the company.

