INSIGHTS

* In sales channel, point of sale is the highest.
* Sales is gradually increased year by year.
* In all products, Baby formula is the fast moving product.
* Sales is high in September month.
* In the comparison of online and offline sales, offline sales is high.

RECOMMENDATION

* Leverage Emotional Branding can increase product sales.
* Quality of a product can increase sales.
* Improve distribution in underserved regions.
* Invest in digital marketing to target young parents.
* Online sales can be concentrated to improve the profit.