# Requirements:

1. Sales Analysis Page:

- Visualize sales trends over time ( monthly, yearly).

- Analyze sales performance by region, product category, or customer segment.

- Identify top-selling products and their contribution to overall revenue.

## 2. Orders Overview Page:

- Display order fulfillment metrics (order processing time, shipping duration, etc.).

- Evaluate order volume trends and patterns.

- Analyze the correlation between order size and sales revenue.

## 3. Returns Analysis Page:

- Visualize return rates and reasons for returns.

- Explore return trends by product, customer type, or geographical location.

- Assess the impact of returns on overall revenue and customer satisfaction.

4. Customers Insights Page:

- Segment customers based on purchasing membership card, occupation, education etc.

- Analyze customer retention rates and churn patterns.

- Identify high-value customers and their contribution to sales.

5. Stores Performance Page:

- Compare store-wise sales performance and growth.

## 6. Products Analysis Page:

- Categorize products based on sales volume and profitability.

- Identify slow-moving or high-margin products for optimization.

- Visualize product performance across different regions or customer segments.