**Insights from Dashboard**

**Overall Sales Performance**

* Total sales amount to 25K units with 1000 transactions.
* The average sale value is around 25.36 per transaction.

**Payment Method Distribution**

* Credit Card is the most popular method (34.5%).
* Bank Transfer is a close second (34.2%).
* Cash is slightly less used (31.3%).
* This indicates that digital payment adoption is high.

**Sales by Channel**

* Sales are almost equally split between Retail (12.8K) and Online (12.6K).
* The business has a balanced multi-channel presence.

**Category-wise Sales**

* Clothing leads in sales (6.9K), followed by Furniture (6.7K).
* Electronics (6.1K) and Food (5.6K) are slightly behind.
* Clothing and Furniture together make up over half of total sales.

**Average Discount Trends**

* Clothing has the highest discount rate (0.160), slightly higher than Furniture (0.158).
* Electronics has the lowest discount rate (0.137), indicating less price reduction.
* Food has a moderate discount rate (0.154).

**Customer & Region Filters** *(Based on Available Options)*

* Filters allow segmentation by Region (East, South, North, West) and Customer Type (New, Returning).
* This could be used to identify regional performance and loyalty patterns.