

Business Insights:

- Top-selling product sub-categories: Phones, Chairs, Binders, Storage, and Accessories.
- Category-wise sales contribution: Office Supplies generate the highest sales revenue.
- Shipping preference: Standard Class is the most preferred shipping mode.
- Profit trends: Significant profit spikes observed in March and October 2020.
- Payment method preference: Majority of customers prefer Cash on Delivery.
- Customer segment analysis: Consumers contribute the highest sales.
- Geographical performance: California is the best-performing state in terms of sales and profit.