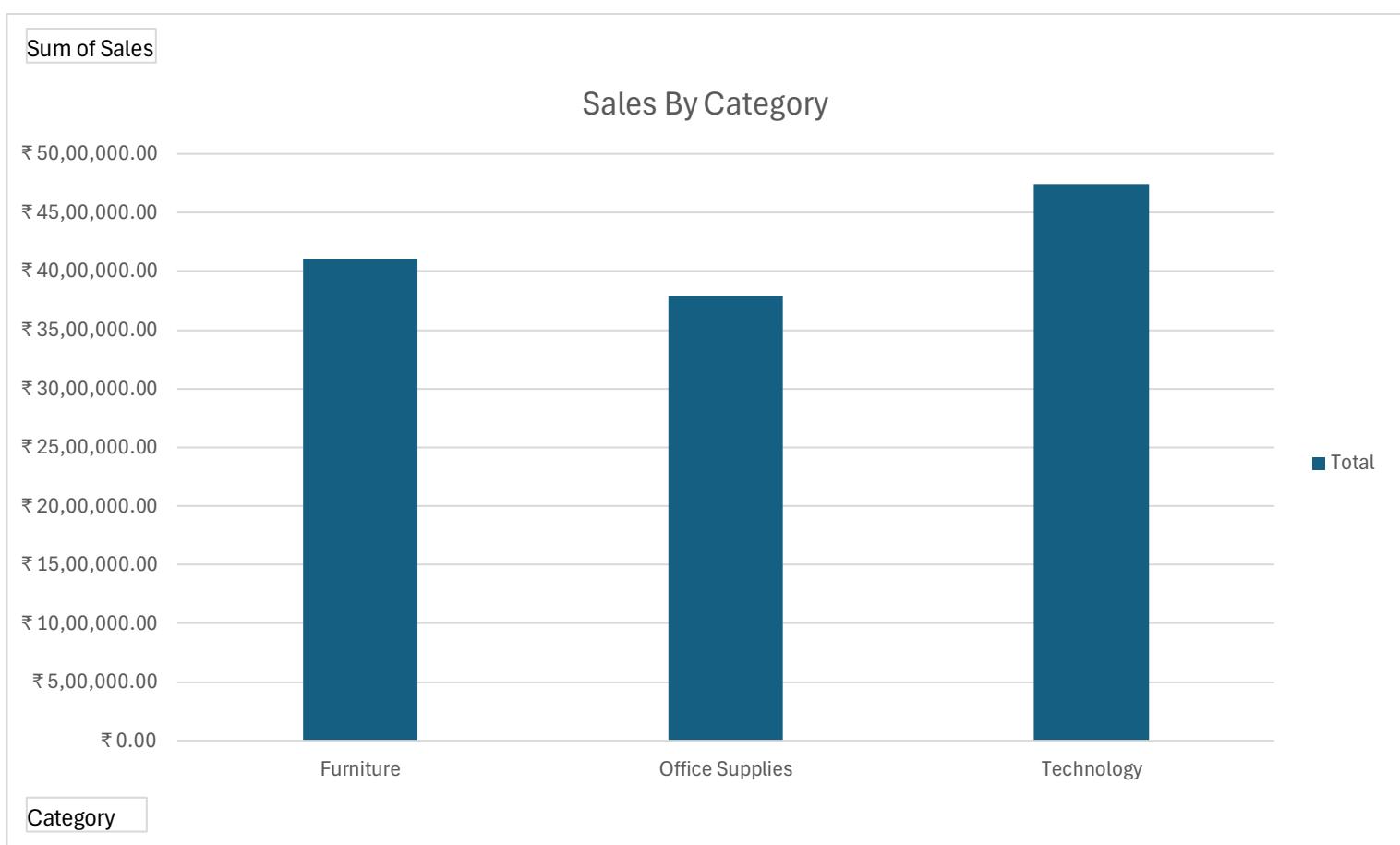
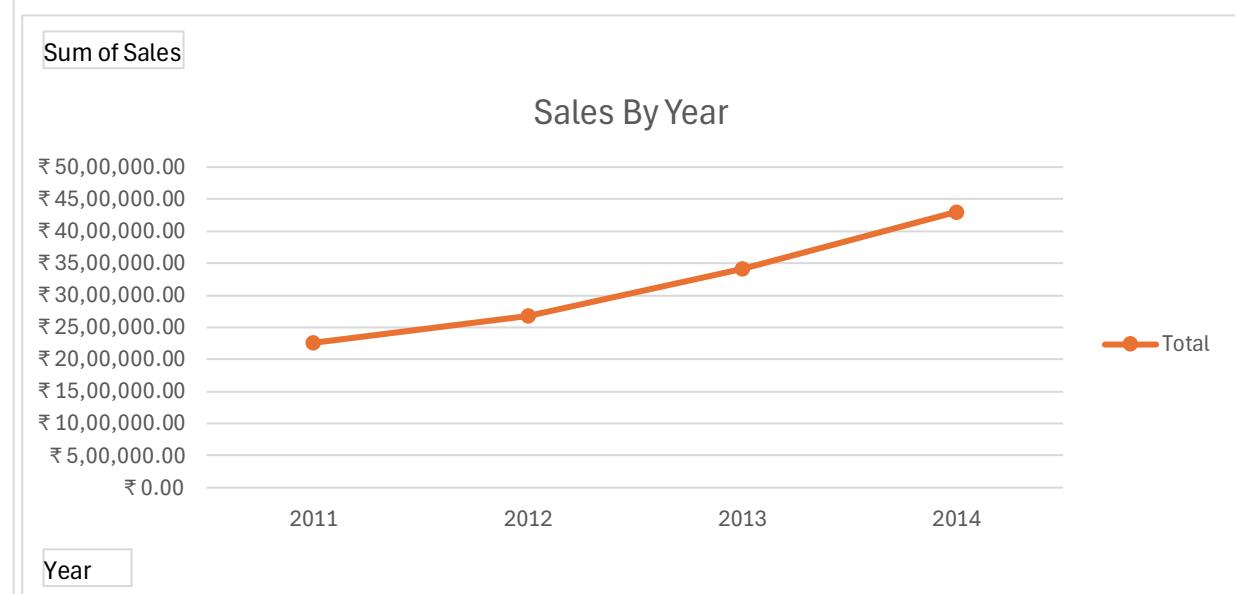
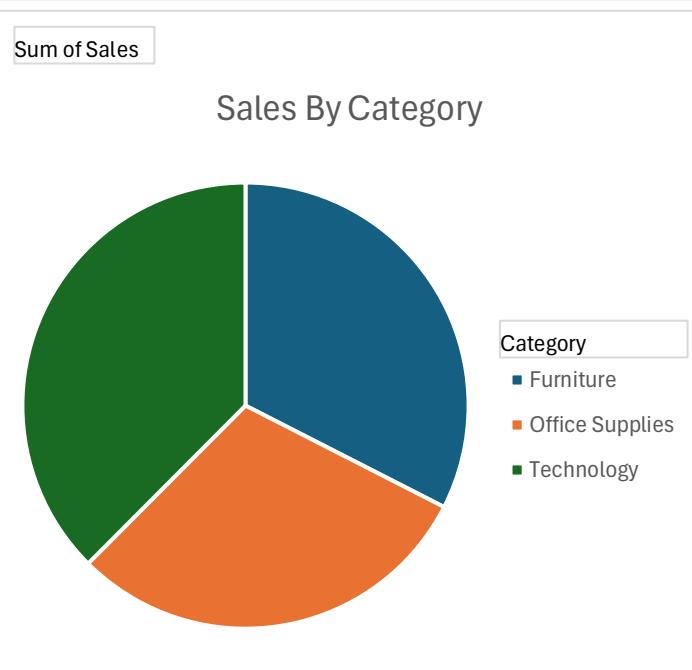
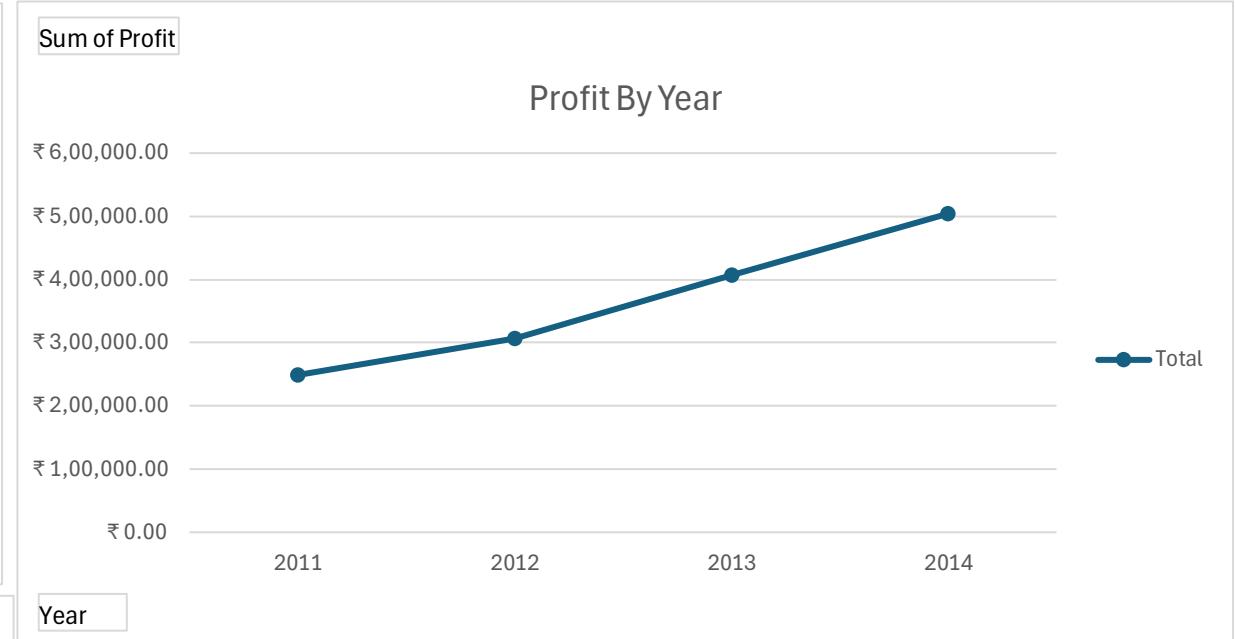
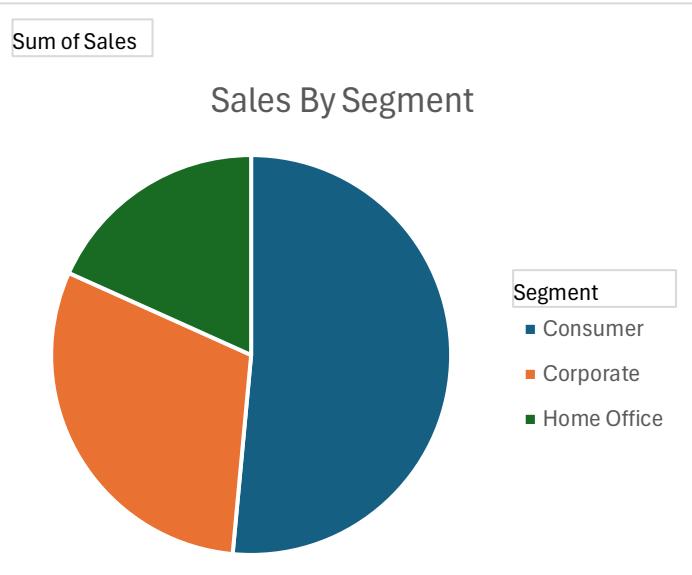


TOTAL SALES**₹ 1,26,42,751.0****TOTAL ORDER****51290****TOTAL PROFIT****₹ 14,67,457.29****PROFIT MARGIN****11.61%**

Year
2011
2012
2013
2014

Order Month
Jun
Jul
Aug
Sep
Oct
Nov
Dec





INSIGHTS SUMMARY

Total sales reached 2014, marking the highest overall sales value in the dataset.

The Central region is the best-performing region, contributing the largest portion of total sales.

Technology stands out as the most profitable category, generating the highest profit margins compared to other product categories.

The Consumer segment records the highest number of purchases, making it the strongest customer segment.

September consistently shows peak monthly sales, with higher profits observed in this month across each year.