**📊 Key Insights from E-Commerce Sales Analysis**

**1️) Overall Sales Performance**

* **Total Sales:** $12.64M
* **Total Profit:** $1.47M
* **Total Quantity Sold:** 178K
* **Total Shipping Cost:** $1.35M

**2️) Top Performing Categories**

* **Technology** had the highest sales (~$4.7M), followed by **Furniture** ($4.1M) and **Office Supplies** ($3.8M).
* Technology products contributed significantly to total profit margins.

**3️) Geographical Sales Distribution**

* **Highest Sales by Country:** Tajikistan (25.63%), followed by Macedonia (22.13%) and Armenia (19.82%).
* **Top States by Sales:**
  + **England**: $485.17K
  + **California**: $457.69K
  + **Île-de-France**: $317.82K

**4️) Market-Wise Sales Performance**

* **Highest Market Sales:**
  + **US** (32.24%)
  + **APAC** (28.36%)
  + **LATAM** (18.17%)
* The US market dominates sales, indicating a higher customer base and demand.

**5️) Sales by Shipping Mode**

* **Standard Class** had the highest sales ($7.58M), followed by **Second Class** ($2.57M).
* **Same Day Delivery** had the lowest sales ($0.67M), indicating lower customer preference for express shipping.

**🔍 Conclusions & Business Recommendations**

* **Boost Technology Product Sales**: Invest more in marketing and stock management for technology products.
* **Expand in High-Performing Countries**: Strengthen operations in Tajikistan, Macedonia, and Armenia.
* **Optimize Shipping Costs**: Encourage customers to choose economical shipping options to increase profit margins.
* **Leverage Market Trends**: Focus on increasing sales in high-performing markets like the US and APAC.

These insights can help businesses make data-driven decisions to maximize revenue and operational efficiency. 📈