**INSIGHTS ON THE PERFORMANCE OF THE KPIs**

**Qty ordered by Category**

* At 135041, Mobiles & Tablets had the highest qty\_ordered and was 6,143.23% higher than Books, which had the lowest qty\_ordered at 2163.
* ﻿﻿﻿﻿﻿Mobiles & Tablets accounted for 15.66% of qty\_ordered.﻿﻿
* ﻿﻿﻿﻿Across all 15 categories, qty\_ordered ranged from 2163 to 135041.﻿﻿

﻿**Sales by County**﻿﻿

* ﻿﻿Los Angeles accounted for 25.89% of SALES.﻿﻿
* ﻿﻿Los Angeles topped the sales.

**Male/Female**

* Male accounted for 52.32% of qty\_ordered.
* ﻿qty\_ordered for Male (451178) was higher than Female (411233).
* There is no significant difference in the purchase % of ﻿qty\_ordered while considering Gender as a factor.

**AGE**

* Across all 58 age, total ranged from 3,021,285.63$ to 7,604,190.56$
* 39 accounted for 3.25% of total.
* At 7,604,190.56$, 39 had the highest total and was 151.69% higher than 26, which had the lowest total at 3,021,285.63$.

**Sales By County across the Globe (Filled Map)**

* Los Angeles accounted for 1.21% of total sales.
* ﻿Across all 2,549 County, total sales ranged from 0 to 2,835,745.14.

**Discount**

* Discount accounted for 7.91% of Sales

**Total Sales**

* Total Sales were 234 million $ from Oct 2020 to Sep 2021
* 24.79% of the Sales happened only in the month of Dec 2020 due to festive season