**Insights**

* The YoY trend is positive from 2016 to 2018.
* Maximum orders are in Afternoon and Minimum orders are in Dawn
* State SP has the most numbers of order
* The lowest number of transactions is done through UPI.
* People make payments in less installments above are top5 number\_of\_installements in which people pay

**Recommendation**

* Introducing seasonal/new inventory to lower the impact of the decrease in sales
* Offering discounts for dawn timings to increase sales in dawn timings
* State with highest orders keep the warehouses in this state stocked to avoid shortage and in delay of delivery of product
* Recommendation – Provide discounts on UPI transactions to increase sales where people use UPI. As Not every person has a credit card but UPI transactions are also increasing, we can use this to increase more sales.
* Provide them No cost EMI options for short instalments