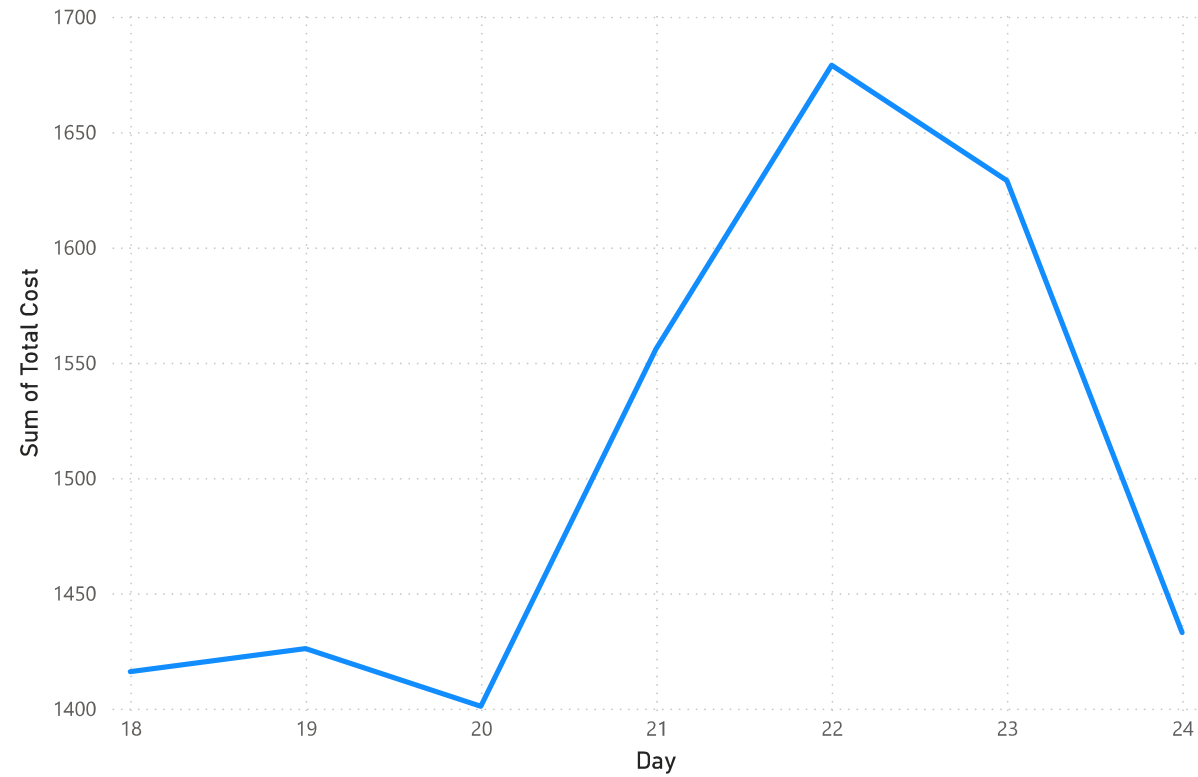
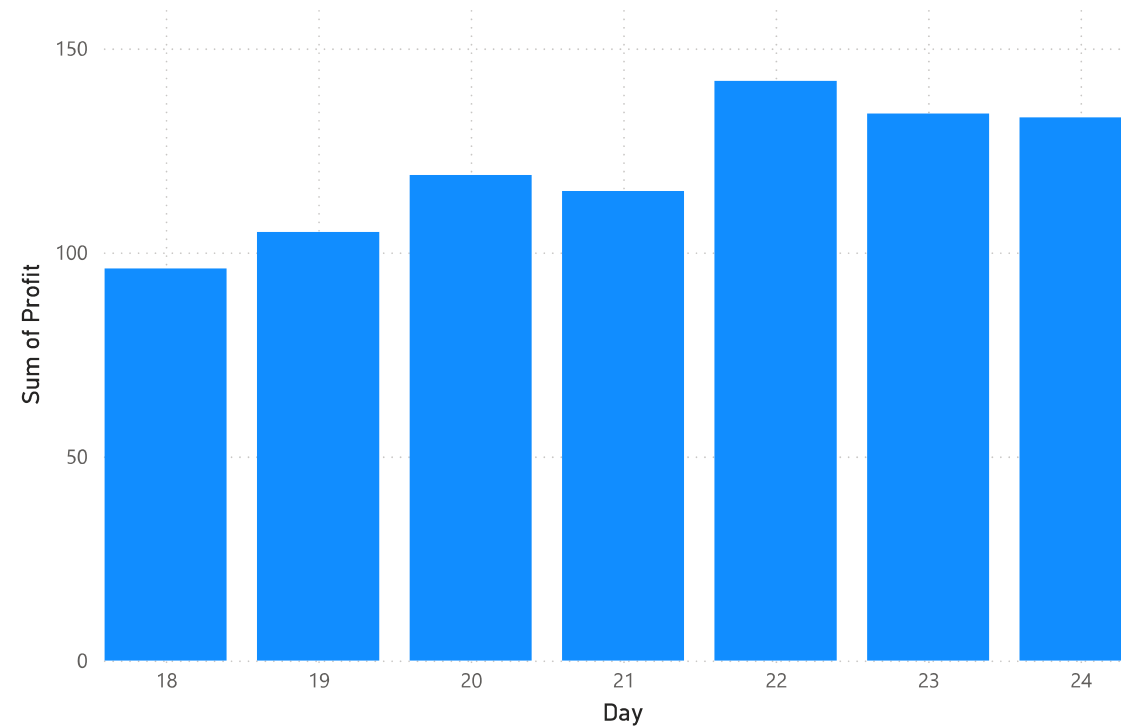


Sum of Total Cost by Day



The line chart shows total daily sales over the 7-day period. Sales rose sharply from the 20th to 22nd October, reaching a **peak on the 22nd**, before dropping slightly in the following days.

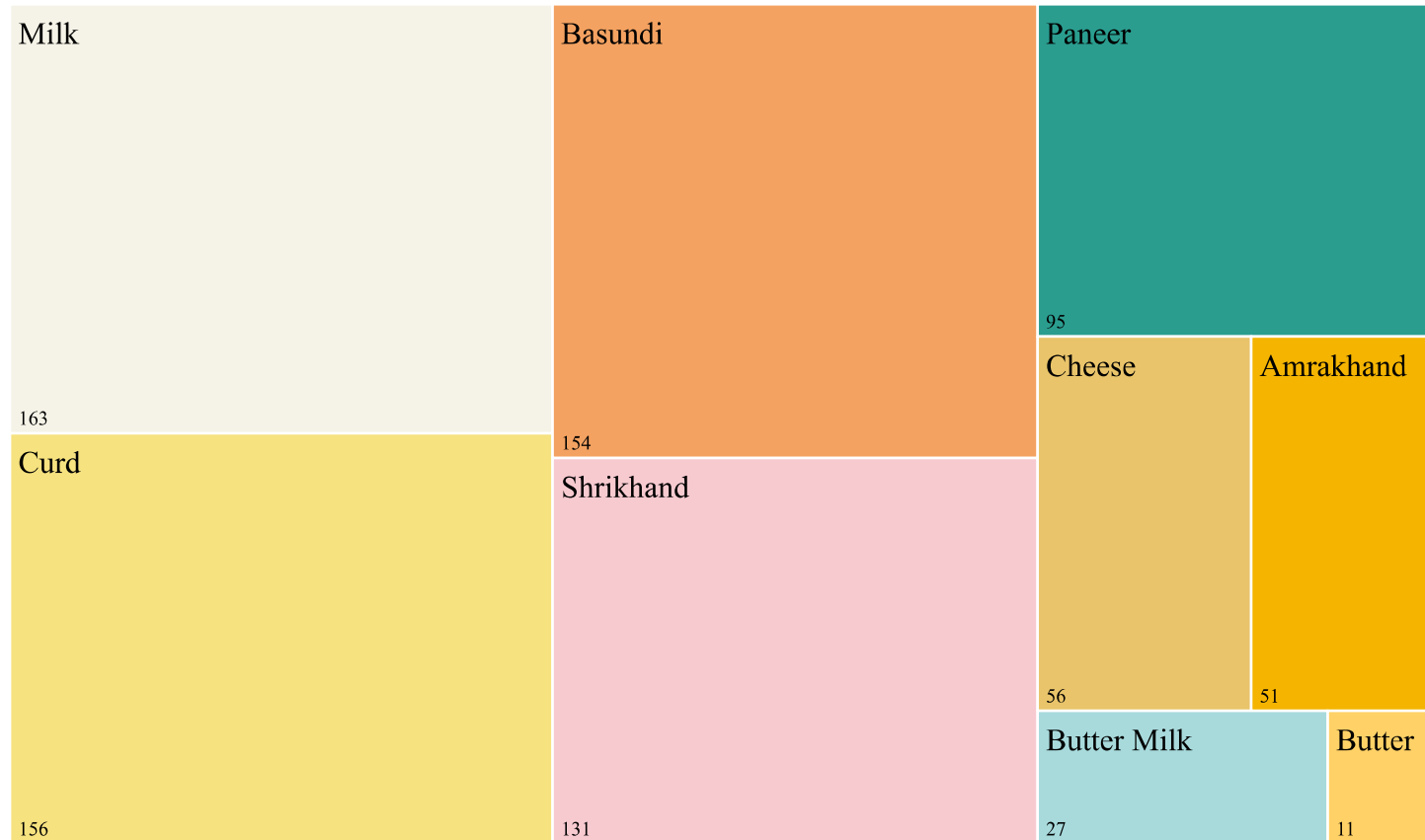
Sum of Profit by Day



Maximum profit was recorded on October 22, coinciding with peak sales days.

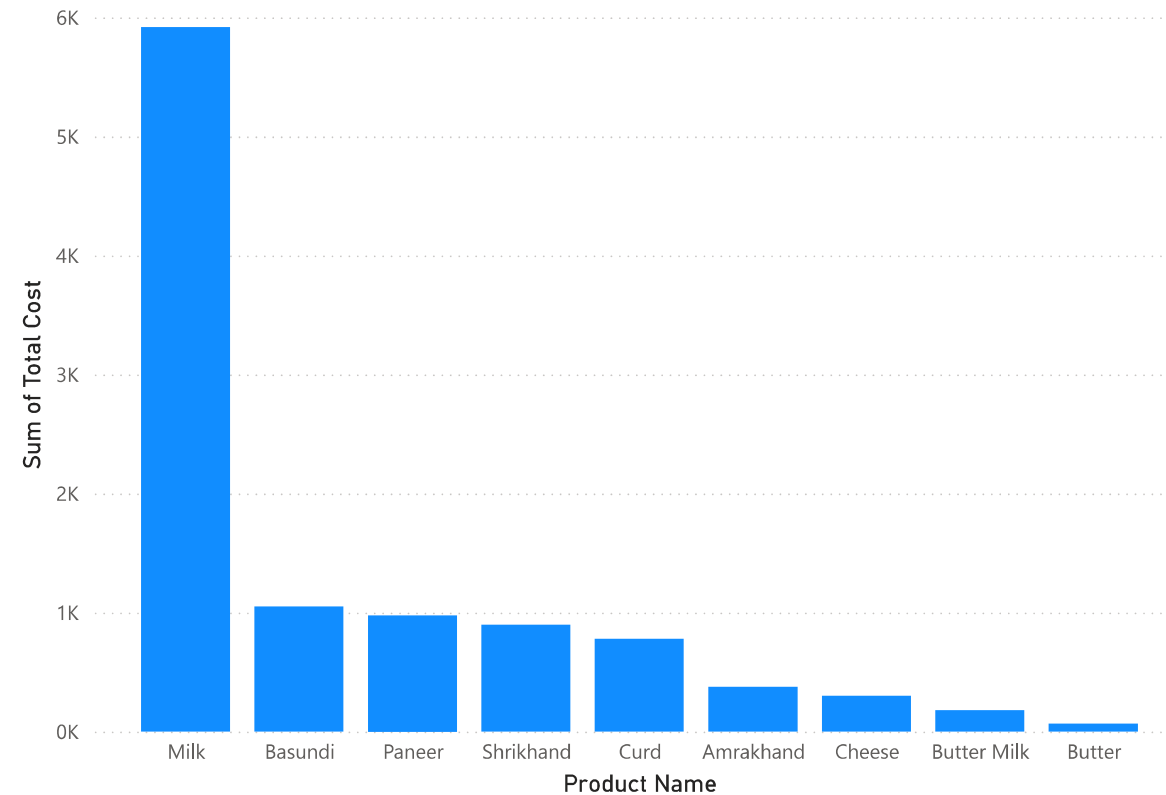
Consistent profits throughout the week show **balanced performance** across all days.

Sum of Profit by Product Name



Milk, Curd, and Basundi generate the **highest profit** among all dairy products. Butter and Buttermilk contribute the least, indicating **lower profitability** or smaller sales volume.

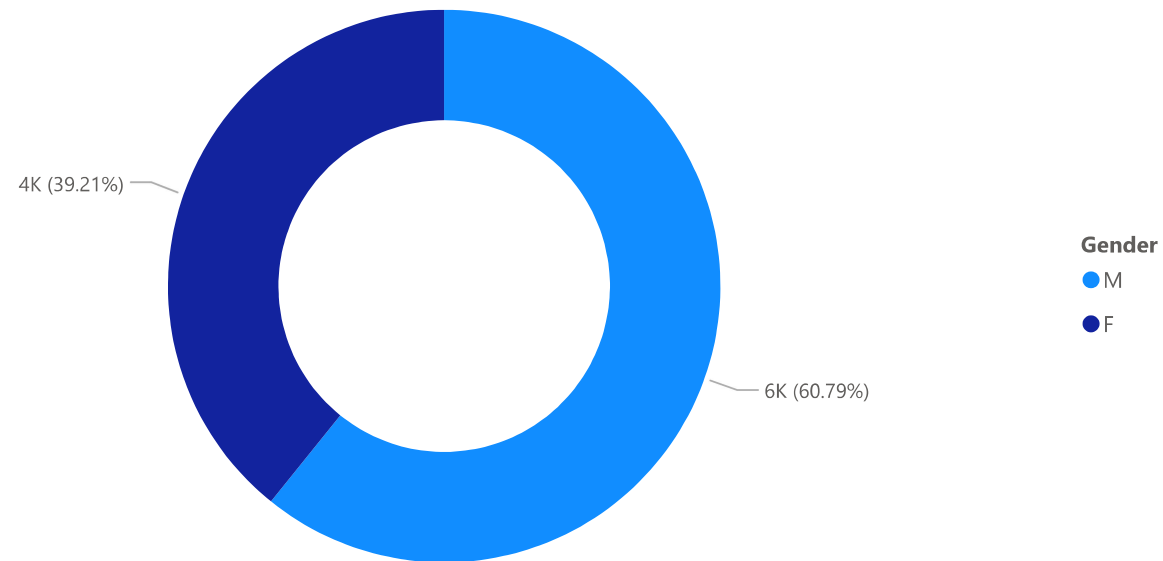
Sum of Total Cost by Product Name



Milk is the **highest-selling product** by a large margin, followed by Basundi and Paneer.

Products like **Butter Milk** and **Butter** have comparatively low sales, indicating **lower customer demand**.

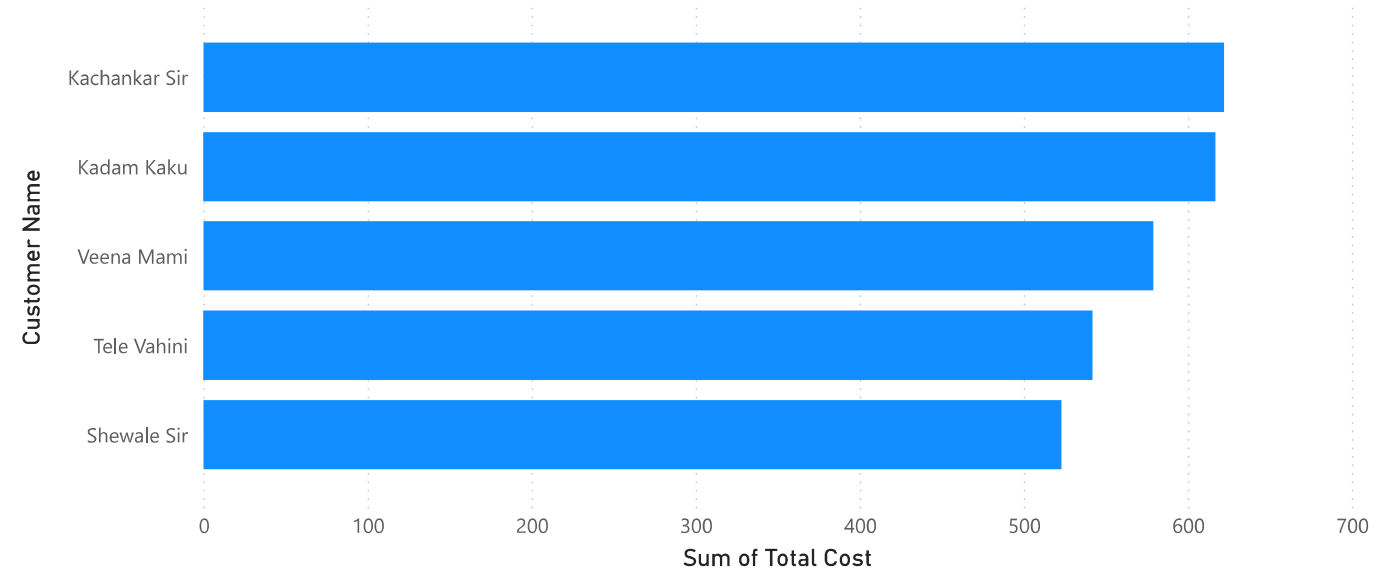
Sum of Total Cost by Gender



Gender-wise Sales Insight:

Female customers contributed **around 61%** of total sales, while male customers contributed **39%**. This indicates stronger purchasing activity among female buyers during the Diwali week.

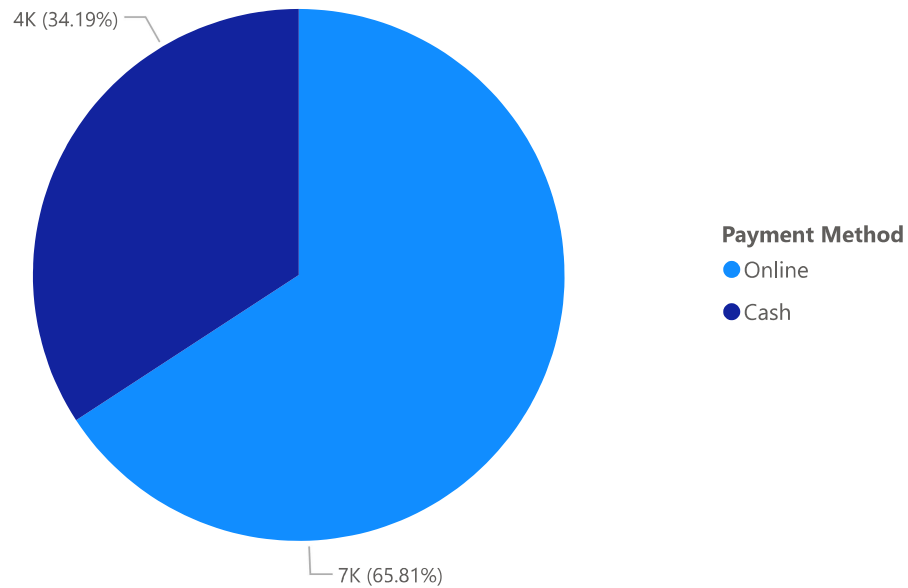
Sum of Total Cost by Customer Name



Top Customers by Sales:

This chart highlights the customers who contributed the most to total sales during the week. A few key customers account for a large portion of total revenue, indicating strong repeat or high-value purchases.

Sum of Total Cost by Payment Method

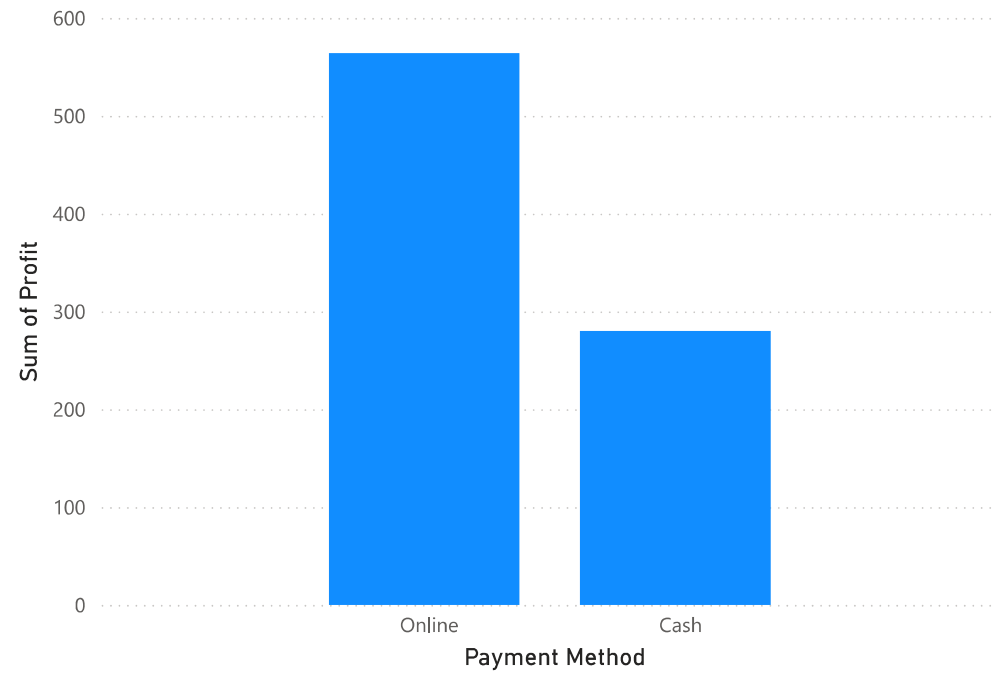


Payment Method Distribution:

Online payments account for a larger share of total sales, while cash transactions make up a smaller portion.

This indicates a growing preference for digital payment options among customers.

Sum of Profit by Payment Method



Profit by Payment Method:

Online transactions generated significantly **higher profit** compared to cash payments. This indicates that **digital payment** customers tend to make larger or more frequent purchases.