# **Sales Data Analysis Report**

1. Overview

This report explores key insights from the sales dataset, covering aggregate metrics and drill-downs based on various dimensions.

1. Key Insights

Aggregate Sales Data:

1. Total Sales
2. Average Transaction Value
3. Total Quantity Sold
4. Most Sold Product
5. Most Profitable City

Sales Breakdown:

* 1. By Payment Method:
     1. Cash
     2. Debit Card
     3. UPI
     4. Credit Card
  2. By Store Type:
     1. In-Store Sales
     2. Online Sales
  3. By Region
     1. Soth
     2. East
     3. North
     4. West

1. SQL Queries