Insights :-

- **Clothing** is the top-performing category, contributing to 63% of the total quantity sold.

- **Electronics** and **Furniture** follow, but their contribution is significantly lower (21% and 17%, respectively).

- **Printers** are the most profitable sub-category, followed by **Bookcases** and **Saree**.
- **Accessories** and **Tables** are less profitable, which may indicate a need for reevaluation in pricing or sales strategies.
- The highest profit was recorded in December, which could be due to holiday sales.
- There are noticeable dips in profits during the summer months (June to August), suggesting potential seasonality effects.
- **Harivansh** and **Madhav** are the top customers by total spend, indicating a strong relationship with these high-value customers.
- There is a relatively even distribution of spending among the top five customers, suggesting diversified revenue sources.
- **Maharashtra** leads in revenue generation, followed by **Madhya Pradesh** and **Uttar Pradesh**. This highlights these states as key markets.
- **Delhi** and **Rajasthan** contribute less, indicating potential for growth or further market penetration.
- **Cash on Delivery (COD)** is the most used payment method (44%), followed by **UPI** (21%) and **Debit Card** (13%).
- The lower usage of credit cards and EMI suggests that customers prefer immediate payments over deferred options.

Recommendations:-

- Given the high profitability of **Printers** and **Bookcases**, consider increasing inventory or marketing efforts in these sub-categories to maximize profit.
- Analyze the pricing and cost structure of less profitable categories like **Accessories** and **Tables**. Consider optimizing costs or adjusting prices to improve margins.
- Develop targeted marketing campaigns for the summer months to boost sales during traditionally slow periods.
- Leverage the December peak by planning early promotions to capture a larger share of holiday spending.
- Implement loyalty programs or personalized offers for top customers like **Harivansh** and **Madhav** to maintain and potentially increase their spending.
- Explore opportunities to grow revenue in underperforming states like **Delhi** and **Rajasthan** through targeted promotions or partnerships with local businesses.
- Consider offering incentives or discounts for customers using digital payment methods like **Credit Card**, **UPI**, or **Debit Card** to reduce reliance on **COD** and improve cash flow.
- Given that **Clothing** accounts for the majority of the quantity sold, ensure that inventory levels are managed efficiently to meet demand without overstocking.