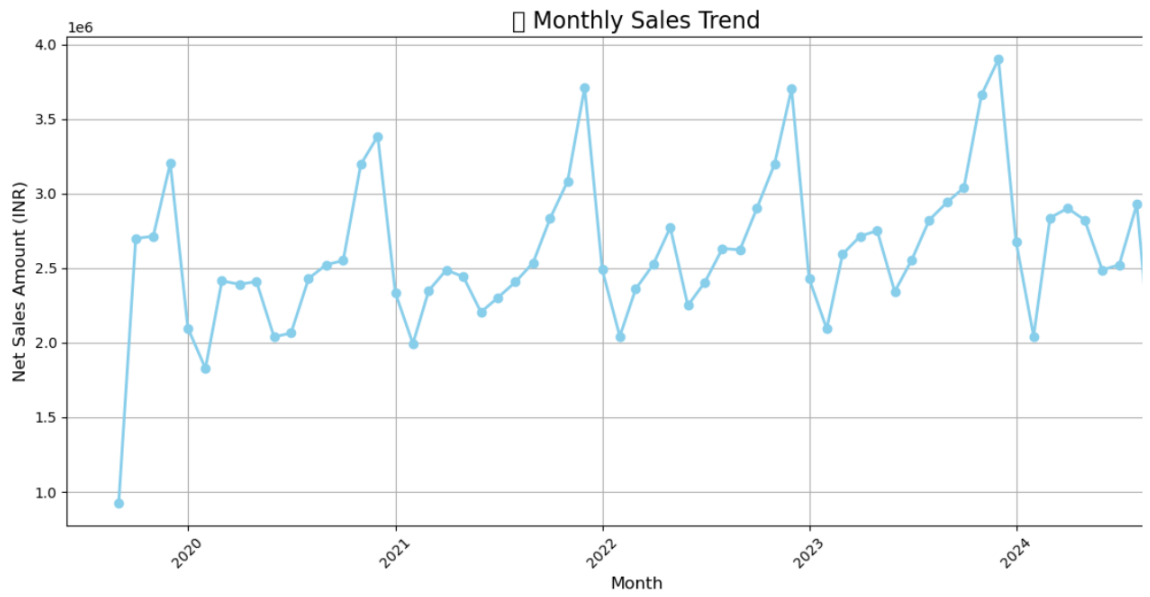




## BI Insights Report – Sales Analysis Summary



### Monthly Sales Trend



This chart illustrates monthly sales fluctuations over time, revealing consistent growth patterns and peak sales around year-end periods.

### ◆ Key Performance Indicators

- **Total Revenue (Net Amount):** ₹158,177,239.56
- **Total Discount Given:** ₹7,534,273.77
- **Average Order Value (AOV):** ₹2,875.95
- **Total Unique Customers:** 29,071
- **Total Transactions (count):** 55,000



### Revenue by Product Category

#### Product Category Revenue (₹)

Electronics	47,482,570.00
Clothing	31,220,380.00
Beauty and Health	24,185,520.00
Sports & Fitness	16,139,830.00
Home & Kitchen	15,892,590.00
Books	7,932,802.00
Other	6,209,626.00

### Product Category Revenue (₹)

Pet Care	4,637,088.00
Toys & Games	4,476,831.00

---

### Sales by Gender

#### Gender Revenue (₹)

Female	52,713,317.96
Male	51,900,709.81
Other	53,563,211.79

---

### Top 5 Cities by Revenue

City	Revenue (₹)
Mumbai	32,083,841.03
Delhi	31,098,974.70
Bangalore	23,619,545.62
Hyderabad	15,813,386.27
Chennai	12,635,181.75

---

### Discount Utilization Rate

#### Availed Discount Percentage (%)

Yes	49.85%
No	50.15%

---

### Payment Methods

Method	Count	Percentage (%)
Credit Card	22,096	40.17%
Debit Card	13,809	25.11%
Net Banking	5,485	9.97%
International Card	2,815	5.12%
Cash on Delivery	2,768	5.03%

Method	Count	Percentage (%)
PhonePe UPI	2,683	4.88%
Paytm UPI	2,674	4.86%
Google Pay UPI	2,670	4.85%

---

### Top Discount Codes

Discount Name	Count	Usage (%)
NEWYEARS	8,135	29.67%
SEASONALOFFER21	6,940	25.31%
FESTIVE50	4,115	15.01%
SAVE10	4,115	15.01%
WELCOME5	4,110	14.99%