**Project insights**

1. Highest average selling product categories : Baby care

Lowest average selling product categories : Fruits & Vegetables

1. Highest market average selling product categories : Kitchen, Garden & Pets

Highest market average selling product categories : Fruits & Vegetables

1. Top highest market selling products : Extra Virgin Olive Oil , Extra Light Olive Oil, Olive Pomace Oil, Eau De Toilette For Men this
2. Top brand highest market sale price : bb combo , inature , dp , bb home , fresho signature
3. Top highest rating brand : parachute , nature essence , nature way
4. Widest price dispersion categories : Kitchen, Garden & Pets – 880.379
5. Top 3 product highest discount : 1] curry leaves – 83.67%

2] fruits vegetables hand juicer – 82.51%

3] small silicone spatula with plastic handle – 81.02%