**📌 Final Insights – Sales Uplift Analysis Summary**

* 📈 **Electronics and Clothing are top-performing categories**, showing consistent monthly growth — they should be prioritized in next quarter’s marketing efforts.
* 🛒 **Online sales channel is outperforming Offline**, contributing over 60% of total revenue — a clear indicator to increase digital campaigns and improve online experience.
* 🌍 **The Western region has the highest sales contribution**, while the Northern region lags behind — suggesting a need for more localized promotions in underperforming regions.
* 🔝 **Top 5 products by revenue** are consistently driving majority of the sales — bundling them with slow-moving items could improve overall product movement.
* 👥 **About 12% of customers are high-frequency buyers** (more than 10 purchases) — they represent loyal customers and can be targeted with exclusive loyalty benefits.
* 📆 **Sales are peaking during festival months (e.g., Oct–Dec)**, indicating seasonal buying behavior — early inventory planning is crucial to capitalize on these trends.
* 📊 **Average Order Value (AOV) remains stable across months**, indicating good pricing control — further upsell strategies can push it higher.