**Key Insights from “The Fashion Retail Sales”**

**1. Sales Analysis**

* Some products are significantly outperforming others in purchase amount.
* There’s high variation in sales by product category—possibly seasonal or demand-driven.

**2. Top Customers**

* A small segment of customers contributes a large volume of purchases.
* The top 10–15 customers are likely generating a disproportionate share of revenue.

**3. Loyal Customers**

* Some customers consistently give high review ratings (above 40 average), indicating satisfaction and loyalty.
* Customer ID 4,121 stands out with the highest loyalty metric.

**4. Revenue by Payment Method**

* Revenue is fairly stable month-to-month, though there are slight dips mid-year (May–June).
* Both Cash and Credit Card seem evenly preferred based on the pie chart, with a slight preference for Cash.

**5. Trend Forecasting**

* Strong upward trend in the first half of the year (Jan–May).
* A decline or plateau in mid-year, but a slight recovery towards the year-end.
* Likely affected by product seasonality, customer engagement, or promotions