

# KEY INSIGHTS

## 1. Profit Trends

- **Monthly Profit Fluctuations:** Profits peaked in June (15K) and dipped to -5K in certain months, indicating seasonal demand or operational challenges.
- **Sub-Category Performance:** Printers and Saree were top performers (10K+ profit), while Tables and Bookcases lagged (<5K).

## 2. Customer Behavior

- **Payment Preferences:** COD dominated (43.7%), followed by UPI (20.6%), suggesting cash-driven transactions. EMI usage was minimal (10.5%).
- **Top Spenders:** "Harivansh" and "Madhav" contributed significantly to revenue (10K+), highlighting high-value customers.

## 3. Regional Sales

- **State-wise Profit:** Uttar Pradesh and Maharashtra were the most profitable states (5K+), while Gujarat underperformed.
- **Category Demand:** Clothing dominated sales (62.6% of quantity), indicating strong apparel demand over Furniture (16.8%) and Electronics.

## 4. Operational Metrics

- **Total Sales:** Achieved 438K in revenue with an average order value (AOV) of 121K, reflecting high-ticket purchases.
- **Quarterly Trends:** Q2 and Q4 showed higher activity (aligned with profit peaks), suggesting festive or promotional impacts.

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## Recommendations:

- Boost marketing in low-profit months (e.g., discounts).
- Expand high-margin categories (Printers/Saree) and improve Furniture margins.
- Target COD users with loyalty programs to shift them to digital payments.