**FINDINGS ON ANALYSIS OF E-COMMERCE SALES DATA**

* Profit Margin by Product Category - The profit margin for each product category is analyzed, Clothing has the highest profit margin at 8.03%, indicating that this category is the most profitable for the company. Electronics has a profit margin of 6.35%, which is lower than Clothing but still relatively high. Furniture has the lowest profit margin at 1.81%, indicating that this category is the least profitable for the company. Based on the profit margin analysis the company should continue to focus on Clothing as a key product category, given its high profit margin, explores opportunities to increase the profit margin for Electronics, such as through pricing adjustments or cost reductions and reviews the pricing strategy for Furniture to determine if there are opportunities to improve profitability.

* Sales Target Analysis - Clothing category has exceeded its target by a significant margin, with sales of 417,162 and 834,324 vs. targets of 12,000, 14,000, and 16,000. Electronics category has also exceeded its target, with sales of 1,487,403 and 495,801 vs. targets of 9,000 and 16,000. Furniture category has not met its target, with sales of 127,181 vs. targets ranging from 10,400 to 11,800.
* Customer Sales by State - The customer sales by state analysis provides insight into the geographic distribution of sales revenue. Top 5 States by sales revenue are Madhya Pradesh, Maharashtra, Uttar Pradesh, Gujarat, and Delhi account for the highest sales revenue. Lowest sales revenue states are Sikkim, Goa, and Tamil Nadu have the lowest sales revenue. It is recommended that the company should continue to invest in marketing and sales efforts in Madhya Pradesh, Maharashtra, and Uttar Pradesh to maintain and grow sales revenue. Analyze the market potential and competition in Sikkim, Goa, and Tamil Nadu to identify opportunities for growth.
* Top-Performing Customers by State - The Top-Performing customers by state analysis identifies the highest-revenue generating customers in each state. Top 5 Customers by Revenue: Yaanvi from Madhya Pradesh, Seema from Uttar Pradesh, Soumya from Maharashtra, Shishu from Andhra Pradesh, and Surabhi from Maharashtra are the top 5 customers by revenue. It is recommended that the company Implement loyalty programs to reward and incentivize Top-Performing customers to continue doing business with the company and Conduct regular feedback sessions with Top-Performing customers to understand their needs and preferences.
* Cities with the Highest Sales Revenue - The cities with the highest sales revenue analysis identifies the Top-Performing cities in terms of sales revenue. Indore, Mumbai, Pune, Delhi, and Bhopal are the top 5 cities by sales revenue. The majority of sales revenue comes from cities in Western and Northern India, with Indore and Mumbai contributing significantly. Cities like Chandigarh, Allahabad, and Bangalore show promising sales revenue growth. It is recommended that the company continue to invest in marketing and sales efforts in Indore, Mumbai, and Pune to maintain and grow sales revenue. Analyze the market potential and competition in cities like Chandigarh, Allahabad, and Bangalore to identify opportunities for growth.
* Top 10 Average Orders per Customer - The top 10 average orders per customer analysis identifies the customers who have placed the most orders on average. The top 10 customers have placed an average of 4-6 orders, indicating consistent purchasing behavior. Implement a loyalty program to reward customers like Shreya, Abhishek, and Shubham for their consistent purchasing behavior. Use data on customer purchasing behavior to create personalized marketing campaigns that target their specific needs and preferences.