**Key Insights**

**Overall Performance**

* **Total Sales:** ₹438K
* **Total Products Sold:** 5,615
* **Total Profit:** ₹37K
* **Average Order Value (AOV):** ₹121.01K

### Top States by Sales

* **Maharashtra** leads with ₹102K sales.
* **Madhya Pradesh** follows with ₹87K.
* **These 2 states are the primary revenue drivers.**

### Top Customers

* **Harivansh** is the top customer with purchases close to ₹10K contributing significantly to overall sales

### Orders by Category

* **Clothing:** Dominates with **63%** of orders.
* **Electronics:** 21%
* **Furniture:** 17%
* **Clothing** is the most popular category by a large margin.

### Orders by Payment Mode

* **Cash on Delivery (COD):** Most preferred at **44%**.
* **UPI:** 21%
* **Credit Card:** 12%
* **Debit Card:** 13%
* **EMI:** 10%
* High dependency on **COD** suggests lower digital payment adoption.

### Profit by Month

* **Highest profit:** **November**
* **Profit dips:** **May, June, September, and December** show negative or minimal profit.
* Seasonality affects profit—**November** shows a strong peak.

### Profit by Sub-Category

* **Printers** lead with ₹**8.6K** profit.
* **Bookcases:** ₹6.5K
* **Saree:** ₹4.1K
* **Accessories:** ₹3.2K
* **Tables:** ₹3.1K
* Printers and bookcases are the most profitable sub-categories.