E-COMMERCE SALES INSIGHTS:

* **Sales and Profit Trends:** Total sales and profit peaked in November 2018 with the highest sales of ₹48,469 and the highest profit of ₹10,253.
* **Top Customer:** Harivansh is the top customer with total purchases amounting to ₹9,902.
* **Best Performing Category:** The 'Clothing' category performed the best with 'Saree' being the top sub-category, generating ₹59,094 in sales and ₹4,057 in profit.
* **Most Profitable Sub-Category:** 'Printers' under the 'Electronics' category generated the highest profit of ₹8,606.
* **Most Popular Payment Mode:** COD (Cash on Delivery) was the most popular payment mode, contributing to ₹155,181 sales.
* **Prime State for Sales:** Uttar Pradesh, specifically Mathura, is the prime state and city with total sales of ₹28,747.
* **State with Highest Profit:** Madhya Pradesh, particularly Indore, generated the highest profit of ₹6,763.
* **Decreased Sales and Profit:** Sales and profit significantly decreased in May 2018 with a loss of ₹3,730.
* **State with Lowest Performance:** Rajasthan had negative profits, with Jaipur and Udaipur collectively losing ₹323 in profit.