**Insights and Recommendations**

**1. Order Trends and Performance**

* **Monthly Trends**: Identify the best-performing months in terms of order value and count. This will help allocate marketing efforts during peak months.
* **Order Timing**:
  + Which hours of the day see the most and highest-value orders? Optimize promotional campaigns during these times.
  + Daily trends: Track variations in orders across days of the month for planning flash sales.
* **Order Source**:
  + Which sources (e.g., App, Website, Whatsapp, Other) are driving the most orders and revenue? Focus on strengthening the most productive channels.

**2. Customer Insights**

* **Age Groups**: Analyze which age groups contribute the most to order volume and value to customize age-specific marketing strategies.
* **Top Countries**: Identify the countries with the highest order counts and values to prioritize resources in those regions.
* **Customer Categories**:
  + Youngest average customers by category: Useful for targeting products appealing to young demographics.
  + Indian male customers: Specific customer segments that could benefit from tailored promotions.

**3. Sales Team Performance**

* **Target Completion Rates**:
  + Which sales teams and managers meet or exceed their targets? Recognize and replicate their strategies.
  + Average shortfall of targets for underperformers: Pinpoint areas where additional training or resources may be needed.
* **Sales Contribution**: Determine which team generates the most revenue, guiding decisions about investment in team expansion.

**4. Revenue Optimization**

* Focus on high-value customers:
  + Identify the top 10% of orders for personalized promotions and retention strategies.
  + Address bottom 10% with incentives or promotions to increase their order value.
* Explore additional revenue from customers ordering via less-used channels (e.g., "Other").

**5. Regional and Global Priorities**

* Use heat maps of sales distribution by country to determine regional investments and global focus areas.
* Replace missing countries with those showing maximum demand to strengthen localized marketing campaigns.