**1. Missing and Duplicate Data Checks**

* There were **no null values** in customer names, cities, or order amounts, which means data quality is good.
* No **duplicate customer IDs** or **duplicate order IDs** were found.
* Also checked if any order exists without a matching customer, no such records found.

**2. Top 5 Categories by Revenue**

* **Land** and **Understand** categories brought in the most revenue.
* These are high-performing categories and can be good for future promotions or priority stock.
* Remaining top categories are **Pull**, **Response**, and **Near**.

**3. Monthly Revenue Trend**

* Sales were **highest in Nov 2024**, followed by **Sep and Oct 2024**, this could be due to holiday shopping or offers.
* **May 2025** had the **lowest sales**, which might be an off-season or drop in activity.
* Shows a clear pattern that sales pick up end of the year.

**4. City-wise Total Revenue**

* **New Tannerville** earned the most revenue among all cities.
* Other top cities include **Port Ericaburgh**, **Barbaraport**, and **Brittanyberg**.
* Focusing more on top cities can help with better marketing and inventory planning.