📘 **Sales Insights & Recommendations Report**

**Executive Summary**

This report provides a comprehensive analysis of the company's sales data, highlighting key performance metrics, customer behavior, regional performance, and actionable recommendations. The dataset spans multiple product categories, payment modes, and regions, offering valuable insights for decision-making.

**2. Key Insights**

**a.** **Overall Sales Performance**

- Total Sales: $6,192,141

- Total Profit: $1,610,697

- Total Unique Orders: 547

**b. Product Insights**

**Top Categories (by frequency):**

- Furniture: 407

- Office Supplies: 399

- Electronics: 388

**Top Sub-Categories (by frequency):**

- Tables: 122

- Pens: 114

- Sofas: 114

- Markers: 110

- Electronic Games: 104

**c. Geographic Insights**

**Top States by Sales Amount:**

- New York: $1,130,048

- Florida: $1,095,925

- California: $1,086,436

- Texas: $1,011,475

- Illinois: $983,489

**d. Customer Behavior & Payment**

Most Popular Payment Modes:

- Debit Card: 260 transactions

- Credit Card: 258 transactions

- UPI: 252 transactions

- EMI: 218 transactions

- COD: 206 transactions

**3. Recommendations**

✅ **Product Strategy**

- Focus on high-performing sub-categories like Tables and Pens.

- Bundle lower-performing items with top products to drive volume.

✅ **Regional Expansion**

- Invest in marketing and logistics in top-performing states (NY, FL, CA).

- Analyze and support lower-performing regions for growth opportunities.

✅ **Payment Optimization**

- Encourage use of UPI and digital payment through incentives.

- Streamline EMI options for big-ticket items.

✅ **Inventory Planning**

- Maintain strong inventory levels for frequently ordered products.

- Use city-wise trends to optimize stock distribution.