Insights on the Model

* **Pie Chart**
  + The pie chart represents various categories and revenue generated in each category.
  + The mobile and tablet section has the highest revenue of about 55% compared to other categories.
  + From the pie chart we can say soghat contributes least i.e. about 0.25% of the total revenue .
  + Other than mobile and tablets the top revenue seeking categories are appliances and entertainment combinedly contributes about ¼ th of the total revenue.
* Cards
  + The cards shows the total revenue generated which is around 233.6 million for both financial years 2020,2021.
  + The first year revenue is about \_\_\_\_\_\_ and the second year revenue is \_\_\_\_\_\_\_
  + Total customers count is above 64 thousands.
* Donut chart
  + Gender donut chart represents the total males visited the store and females visited the store.
  + Males who purchased at the store is 51% of the total and females is about 48%.
  + The payment method donut chart shows various payment method used for the purchase of items. Cod and easypay methods were the most used mode of payment. They contribute almost half of the total payment mode used.
  + Next widely used mode was through easypay vouchers for 17.62%
  + The least used is the jazz wallet which is only 0.66%.
* Decomposition Tree
  + This simple decomposition tree shows the 4 divisions south, Midwest, west and northeast.
  + Also the sales in south region is highest compared to other 3 regions.
* Matrix table
  + This table represents the sum of quantity ordered and the discount percent in the respective regions.
  + The total quantity ordered in all 4 regions was 82,435 and the total discount offered was 3,09,224
* Bar Graph
  + The quantity vs category bargraph shows the quantity purchased in each category.
  + The consumer electronic goods like smartphones and tablets sold the most .
  + In contrast the least sold was related to education like books and school supplies.
* Key influencer analysis
  + After analysing the give input data the key influence in overall sales is mainly based on smartphones and tablets which keeps increasing year by year. Secondly, the entertainment section is another main key influencer in the revenue generated.
  + And the slowest growing segment is the Men’s fashion.