**INSIGHTS ON THE PERFORMERS OF KPIS**

# Pie chart :

1. We can see that the highest sale products are mobiles & tablets in all the locations.
2. Comparison of all the product the top 2 high sale is mobiles & tablets, appliances.

\*Mobile & tablets = 55.69%

\*Appliance = 12.87%

1. The 3 least product are health & sports, kids & baby,soghaat.

\*Health & sports = 0.44%

\*Kids & baby = 0.37%

\*Soghaat = 0.25%

# Line chat :

1. We can see that the most ordered products are mobiles & tablets (135041)
2. The least ordered product is books (2163)
3. The difference between top most ordered product and least ordered product is (132878).

# Clustered column chart:

1. In this chat we can see that the most of the people are prefer to paymount in COD

\*F = 50K

\*M = 53K

2. But in online payment mode both the female and male are prefer easypay method to pay the amount.

3. The least used payment method is financesettlement.

# Card :

1. Here we can see that the sum of revenue for 2020 and 2021
2. Compare to 2020, the 2021 revenue has increased by more than half.

# Decomposition tree :

1. In this case we can see the sum of price by the region

2. The total sum of price is 24,38,29,925.48 . The region price of south is the highest value

\*South = 9,24,73,822.38

\*Midwest = 6,55,85,104.38

\*West = 4,36,61,620.52

\*Northeast = 4,21,09,378.20

# Matrix :

1. In this chat we can see the region wise sum of quantity ordered and sum discount\_percentage.
2. The difference between sum of price and sum of discount\_percent.

# Gauge :

1. In this chart we can see the amount for sum of Discount\_amount and Sum of Discount\_percent

\*Sum of discount\_amount = 58.82K

\*Sum of discount\_percent = 30.73K