

## Insights Summary (Explained in Words)

1. **Majority of Revenue from Few Items:**  
A small number of product types generate over 80% of total revenue, which aligns with the **Pareto principle** (also known as the 80/20 rule). This means businesses can focus on these top-performing categories to maximize profitability.
2. **High Price, Low Performance Products:**  
Some products with high **Maximum Retail Price (MRP)** are not selling well—they fall into the lowest 25% in terms of sales volume. These are potential **underperformers** and may require marketing attention or price adjustments.
3. **Monthly Sales Trends Vary by Outlet:**  
Sales fluctuate significantly across different **outlets and months**. Understanding these patterns can help with **inventory planning, promotional campaigns**, and aligning supply with seasonal demand.
4. **Price Doesn't Always Mean Performance:**  
Items in the **premium price band** tend to have a **wider variation in sales**. While some perform well, others don't. This suggests that **high pricing alone does not guarantee high sales**, and customer perception or value proposition also plays a role.
5. **Stock Optimization Concerns:**  
Some items with **high stock weight** (indicating larger volume or size) are **not selling much**. These should be flagged for **stock optimization** to avoid excess inventory and reduce carrying costs.
6. **Features Most Linked to Sales:**  
The features most positively correlated with sales are:
  - **Item MRP** (price),
  - **Item Visibility** (how prominently the item is displayed or marketed),
  - **Item Weight** (possibly linked to bulk items or value perception).These variables can be key levers in boosting revenue through pricing, display, and product packaging strategies.