🔍 Few Analysis Highlights:

* Credit Card is the most used payment method across all customers.
* Health & Beauty, Bed bath table, sports leisure, computer accessories & furniture décor items have been the top 5 selling categories consistently for last 2 years.
* The business has 20% YoY growth from 2017 to 2018 (though we have data till August 2018 this may vary till end of year)
* The revenue trends showed a consistent growth throughout 2017, followed by volatility in 2018, highlighting areas for further investigation and strategic focus.
* SP, RJ, MG, RS, and PR –these states which belong to the south east region bought the most (70%) revenue & orders for both the years.
* Average time taken to deliver orders is 10-12, and most orders are delivered during that time frame.
* The percentage of delayed orders increased in 2018 as compared to 2017.
* The approval & shipping time is very high for delayed orders.
* Repeat customers rate is round about 2.5- 3% in both the years.
* Most products have excellent (5-4) ratings, but then the second highest rating is bad i.e. 1.
* Higher order volumes (77%) were seen on weekdays compared to weekends.

✅ Recommendations:

* Prioritize stock planning and marketing around consistently top-performing categories such as *Health & Beauty, Bed Bath Table, Sports Leisure, Computer Accessories, and Furniture Décor* to maintain sales momentum.
* Volatile revenue trends in 2018 suggest a need for better forecasting models and contingency planning.
* Focus marketing, logistics, and loyalty programs in high-performing Southeast states (SP, RJ, MG, RS, PR) to maximize ROI and deepen market penetration.
* With an average delivery time of 10–12 days and increased delays in 2018, invest in improving logistics efficiency, especially approval and shipping stages, to reduce SLA breaches.
* With only 2.5–3% repeat purchase rate, introduce personalized offers, retention campaigns, and loyalty rewards to increase lifetime customer value.
* Align promotional campaigns, flash sales, and email marketing with weekday buying patterns to maximize conversions.