**SALES DATASET ANALYSE**

**INSIGHTS**

1. Overall Sales Are Strong:

Total sales are ₹22.97 lakhs, with a very small amount given as discounts.

The average sale per order is ₹229.86, and **6,026** top-selling products were sold.

2. Sales Are Increasing Every Year:

Sales have been growing from 2014 to 2018, with the highest in 2018.

4. Standard Shipping Is Most Popular:

Most customers prefer Standard Class shipping over other modes.

5. Consumer Segment Buys the Most:

The Consumer category has the highest sales, more than Corporate or Home Office.

6. Office Supplies Products Sell Best:

Among product categories, Office Supplies sells the most, followed by Technology, Furniture sells the least.

7. West Region Has the Highest Sales

The West zone performs best in sales(32%). The South zone has the lowest(16%).

**Recommendations :**

1. Promote Standard Shipping Benefits

2. Focus on Top Categories

3. Encourage Corporate and Home Office Buyers

4. Improve Sales in the South Region

5. Plan Discounts Smartl