**INSIGHTS**

1. The **customer acquisition** number is **96K**, indicating all orders are from unique customers (assuming each acquisition results in a single order).
2. The majority of orders **(51.89%)** come from the state of **SP**, followed by **BA (20.86%)** and **MG** **(8.52%).**
3. The **average price** of categories like "**health and beauty**" "**houseware**" and "**watches**" in **2017** indicates potential market trends or shifts in consumer preferences.
4. The state of **SP** dominates with **51.89%** of orders, followed by **BA** and **MG**.
5. **Credit cards** are overwhelmingly preferred **(78.34%)**, while other methods like **debit cards** and **vouchers** are minimally used.
6. **Orders** peak in **October** and **drop sharply** in **December**. This could indicate a strong pre-holiday shopping period, followed by a **post-holiday** sales slump.
7. Combining insights from **top-selling states** and product categories, it's evident that the **most popular categories (health and beauty, watches, etc.)** should be heavily stocked and promoted in **SP, BA,** and **MG.**