**Key Metrics & Insights**

**Overall Sales Performance**

* **Total Transactions:** 500,000
* **Total Sales Amount:** ₹10,202,662,960.19
* **Average Transaction Amount:** ₹20,405.33

**Sales Distribution by Payment Method**

* **Cash:** 112,625 transactions | ₹2.56B sales
* **Credit Card:** 111,843 transactions | ₹2.52B sales
* **Debit Card:** 113,015 transactions | ₹2.55B sales
* **UPI:** 112,517 transactions | ₹2.53B sales

**Sales by City & Store Type**

* **Top Performing Cities (Sales Above ₹500M):**
  + **Ahmedabad:** ₹1.02B (Online & In-Store)
  + **Bangalore:** ₹1.02B
  + **Delhi:** ₹1.02B
  + **Mumbai:** ₹1.01B
  + **Lucknow:** ₹1.02B
  + **Kolkata:** ₹1.02B
* **Online & In-Store Sales Are Almost Equal in Every City**

**Customer Demographics**

* **Female Customers:** Avg. Age 46.02 | 45,864 unique customers
* **Male Customers:** Avg. Age 45.99 | 45,793 unique customers
* **Other Gender Customers:** Avg. Age 45.97 | 45,903 unique customers

**Feedback Score Analysis**

* **Most Common Feedback Score:** 2 (100,237 transactions)
* **Least Common Feedback Score:** 3 (99,645 transactions)
* **Evenly Spread Scores from 1 to 5**

**Promotional vs Non-Promotional Sales**

* **Promotional Sales:** 249,315 transactions | ₹5.09B sales
* **Non-Promotional Sales:** 250,685 transactions | ₹5.10B sales
* **Almost Equal Distribution of Sales Between Promotional & Non-Promotional**

**Returned Products Analysis**

* **Returned Transactions:** 249,467 (₹5.09B sales)
* **Non-Returned Transactions:** 250,533 (₹5.10B sales)
* **Returned & Non-Returned Sales Are Almost Equal**

**Shipping & Delivery Insights**

* **Average Shipping Cost:** ₹397.30
* **Average Delivery Time:** 5.24 days

**Key Takeaways**

* **Balanced sales across payment methods, cities, and store types**
* **Customer demographics are evenly distributed by gender & age**
* **Promotional & Non-Promotional sales contribute almost equally**
* **Returns are significant, but sales remain strong**
* **Shipping costs & delivery times are within a reasonable range**