**Data Analysis**

* In October & December of both years (2019 & 2020), the profit generated was high even though the sales were low. This can be because of some advertising campaigns or promotions for the company.
* The profit in March shot up by more than 4X from 2019 to 2020. However, there was no comparable increase in the sales.
* Most people prefer standard-class delivery indicating the customer preference for low or no-cost delivery.
* Inferring from the “Sales by Category,” it can be seen that Sales of office goods are pretty high, which might be the reason for significantly good sales of “Chairs” as can be seen in the “Sales by Sub-Category.”
* 43 % of the people prefer cash on delivery. This might be the because of their low trust or because they are new to this business.
* The reasons for exceptional peaks in profit can be deep-dived using Data Science Techniques and tools like Python.

**Insights & Recommendations**

* From “Sales by Payment Mode,” it can be seen that 22% of the payment is made through cards. If the card’s details (Credit, Debit, etc.) and the card’s company are made available, offers and schemes can be put in for that particular card, which in turn will benefit the company.
* From the “Sales by Region,” it can be seen that the maximum sales are happening in the West region. So some offers or promotional campaigns can be planned in the other Regions to improve sales.