**Overall Business Performance**

The Vyom Retail Mart is performing well with a **total sales of RS.17.84 million** and a **total estimated profit of Rs.7.12 million**, resulting in a **profit margin of 0.40**. Sales have fluctuated over the years, with a noticeable dip in 2020, likely due to a global event. There's a significant drop in sales in 2025, but the data is available for 6 Months for that year, as the sales are only Rs.1.15 million, compared to Rs.1.67 million in 2024.

**Product and Category Insights**

The most profitable product categories are **Home & Kitchen, Sports, and Clothing**, which collectively make up over **60%** of total sales. Furniture is the top-selling product category, with "Furniture X" being the #1 selling product.

**Actionable Insight:** Focus marketing efforts on the high-performing categories (Home & Kitchen, Sports, Clothing) and products (Furniture X, Skincare Go).

**Sales Channel Analysis**

Online and in-store sales are nearly balanced, with a slight edge to online orders (7525 vs. 7475) and a very similar sales profit split (Online Sales Profit at 49.61% and Store Sales Profit at 50.19%). However, the top-selling subcategories and categories differ between the two channels.

* **Online Top Performers:** Online sales are driven by **Home & Kitchen, Sports, and Beauty** categories. Top subcategories include **Furniture, Skincare, and Fitness**.
* **In-Store Top Performers:** In-store sales are led by **Clothing, Sports, and Home & Kitchen** categories. Top subcategories include **Women's and Team Sports**.
* **Actionable Insight:** The sales channel analysis indicates a clear difference in customer preferences.

**State-Wise Performance**

Sales performance is uneven across different states. **Ladakh, Chhattisgarh, and Madhya Pradesh** are the top three states by sales. **Andhra Pradesh, Uttar Pradesh, Goa, and West Bengal** are among the bottom five.

* **Actionable Insight:** There's a significant disparity in sales performance by state.