1. **Kolkata leads in sales** at ₹1,027.3 crore followed by Ahmedabad & Bangalore each exceeding ₹1,022 crore.
2. **T-Shirts, Laptops & Sofas are top-selling products** with major metro cities like Kolkata, Bangalore & Chennai driving strong sales.
3. **Laptops & Apple have the highest return rates (50%)** while Sofas also see high returns (49.81%) possibly due to quality issues.
4. **Online sales have slightly higher returns than In-Store**, with Apples facing notable return issues due to not being fresh & quality concerns.
5. **West region (Pune, Ahmedabad & Mumbai) has better store feedback (3-star ratings)** while South region cities like Hyderabad & Bangalore have lower ratings (2-star).
6. **Promotional campaigns have minimal impact on sales** especially for high-value products like Laptops & Sofas indicating buyers are not discount-driven.
7. **Return rates remain at 50% regardless of promotions** suggesting product quality & customer expectations drive returns rather than discounts.
8. **Cash remains dominant in total transaction value** but digital payments (UPI & Credit Cards) are catching up signalling a shift towards cashless transactions.
9. **Low Loyalty customers spend more per transaction** indicating high-value but infrequent buyers while High Loyalty customers have steady but lower per-transaction spending.
10. **Heavy reliance on repeat customers (89.99%)** presents a risk if retention drops while extremely low new customer transactions suggest a need for better marketing.