**Overview**

* Tirupati city ranked 1st with the highest order amount of 43 million in sales, followed by Electronic City, Bangalore, which generated 29 million in sales.
* Customer preference is for vegetarian options, with sales of 122 million, which is 7.2% more than non-vegetarian sales.
* In 2018, sales increased rapidly by 356% compared to the previous year. However, in 2019, sales dropped by 17%.

**User** **Performance**

* Young customers aged 21 to 25 buy the most products, and most of them are college students. Create targeted marketing campaigns for this age group.
* Revenue from male customers is higher. Offer discounts to female customers to attract more female buyers
* The top 10% of customers account for 80% of sales. Implement a VIP program for top users, offering exclusive discounts.

**City Overview**

* In the current year, Raipur generated the highest sales with 22 million, followed by Electronic City, Bangalore.
* Bikaner has the highest user count, rating count, and orders count.
* Tirupati city accounted for the highest order amount with 43 million.