

1. The business generated **₹321.49M in total sales** from **20,000 transactions**, indicating strong overall retail performance.
2. The **average order value of ₹16.07K** suggests customers are making relatively high-value purchases per transaction.
3. **Mumbai, Chennai, Hyderabad, and Bengaluru** are the top-performing cities, contributing a major share of total revenue.
4. **Electronics and Beauty** emerge as the highest revenue-generating product categories, making them critical drivers of sales growth.
5. Monthly sales trends remain **stable throughout the year**, with minor fluctuations, indicating consistent customer demand.
6. **Digital payment methods** (UPI, Credit Card, Debit Card, Net Banking) dominate transactions, reflecting strong adoption of cashless payments.
7. A relatively small group of **loyal customers (10+ purchases)** contributes disproportionately to total revenue, highlighting the importance of retention strategies.
8. Interactive slicers (City, Month, Payment Method) enable granular analysis, helping management make **data-driven, location- and time-specific decisions**.