Insights:

1.**Top Revenue Categories:** Electronics and Furniture generate the highest transaction amounts, particularly in **Phones, Bookcases, and Printers**.

2.**Profit Distribution:** Some sub-categories like **Saree and Electronic Games** have frequent negative profit values, indicating potential discounts, returns, or low-margin sales.

3.**Payment Mode Trends: Credit Card and UPI** are the most commonly used payment methods, suggesting customer preference for digital transactions over COD or EMI.

4.**Seasonal Sales Patterns:** High-value transactions seem to occur across different years, with **March, July, and December** appearing as frequent order dates, possibly linked to holiday seasons and sales events.

1. Revenue & Profit Trends

- **High Revenue Items:** Electronics and Furniture contribute significantly to total revenue, with **Phones, Printers, and Bookcases** leading in transaction amounts.

- **Profit Variability:** Some categories like **Electronic Games and Saree** often show negative profits, indicating frequent discounts, returns, or low-margin sales.

2. Payment Mode Preferences

- **Credit Card & UPI** dominate as preferred payment methods, suggesting a shift towards digital transactions over COD or EMI.

- **EMI Usage:** EMI is most commonly used for high-value purchases in **Furniture and Electronics**, reflecting installment-based buying behavior.

3. Seasonal Sales Patterns

- Orders are consistently placed across years, but **March, July, and December** seem to be peak months for transactions—possibly linked to major shopping events or festive discounts.

- **Year-over-Year Sales Growth:** Some sub-categories like **Phones and Printers** show steady order volumes, indicating consistent demand over time.