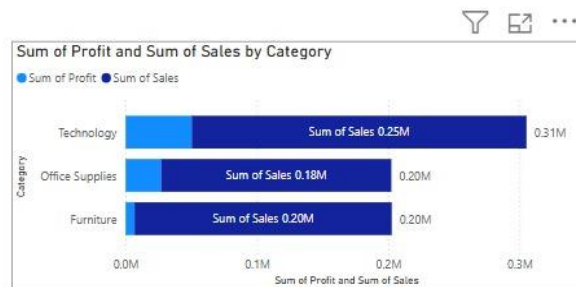
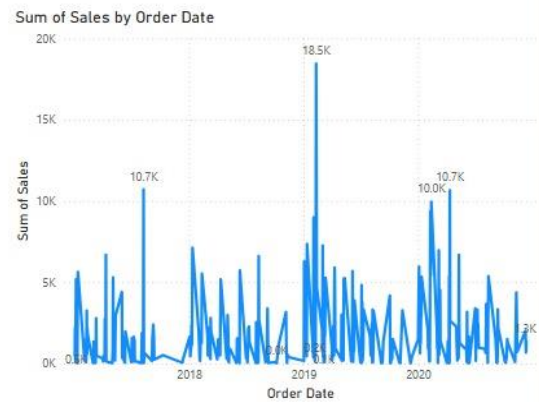


1. Which product categories contribute the most to overall sales and profit?

2. What is the monthly sales trend over time?

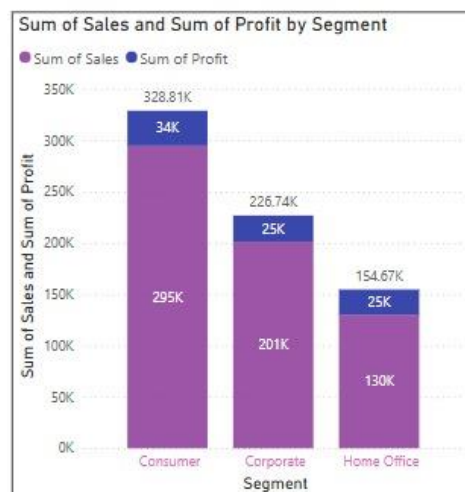


product category contribute to most sales and profit



monthly sales trend over time

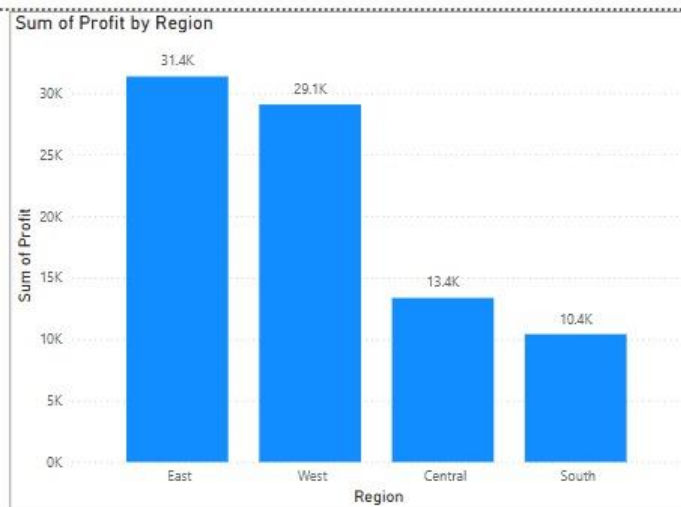
3. Which regions are most profitable and in terms of sales and profitability?



performance of different customer segments in terms of sales and profit

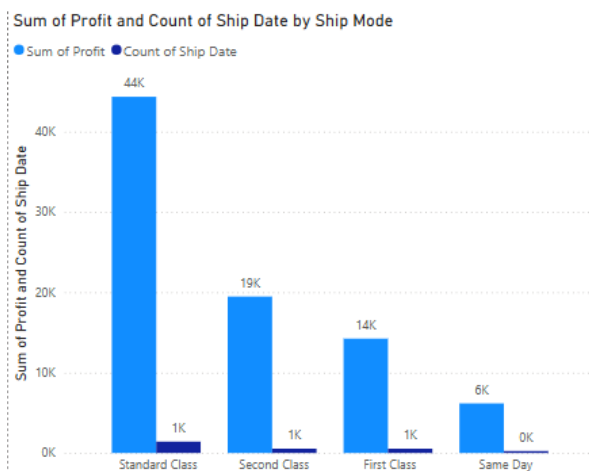
Segment
☐ Consumer
☐ Corporate
☐ Home Office

4. How do different customer segments perform in terms of sales and profitability?



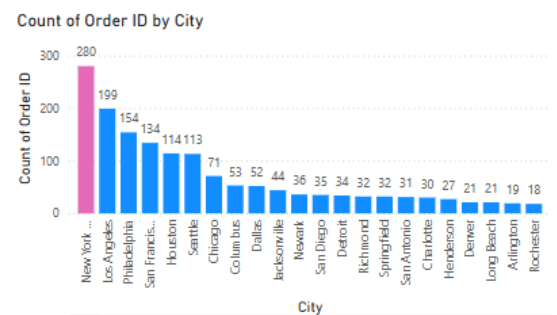
profit/loss by region

5. Which shipping modes are most used and how do they impact delivery time and profit?



how shipping modes impact delivery time and profit

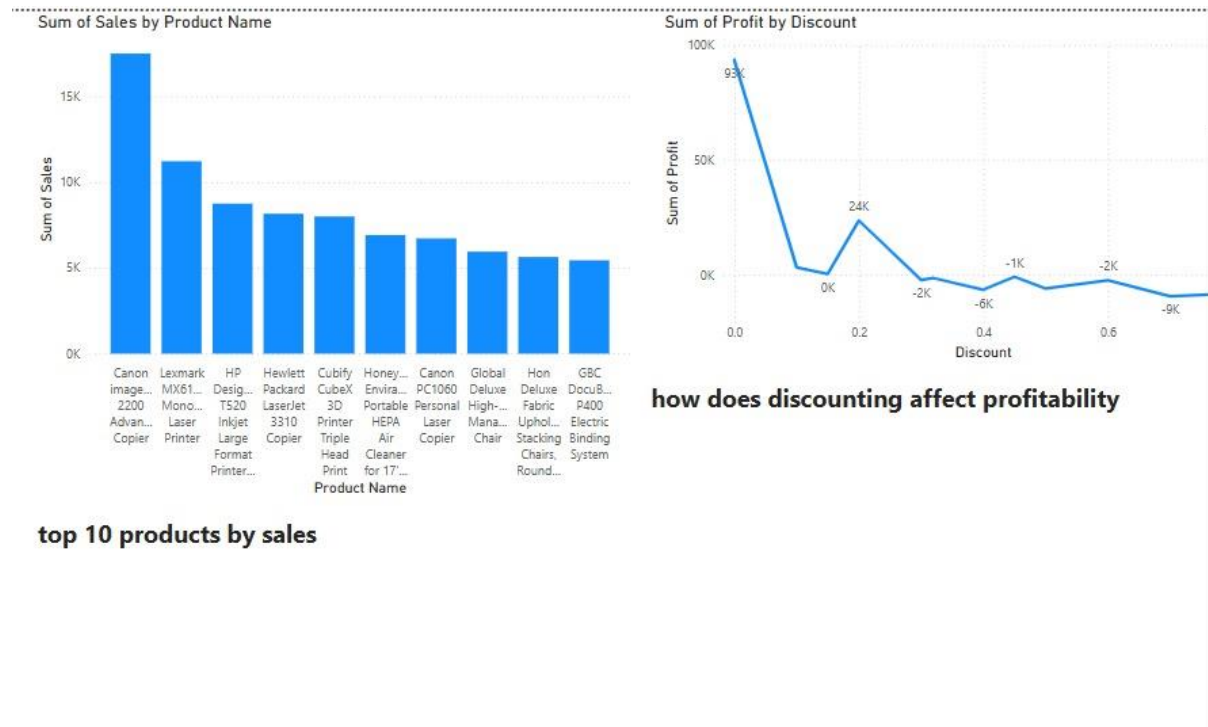
6. Which cities or states have the highest number of orders?



which city or state have highest number of orders

7. What are the top 10 products by sales?

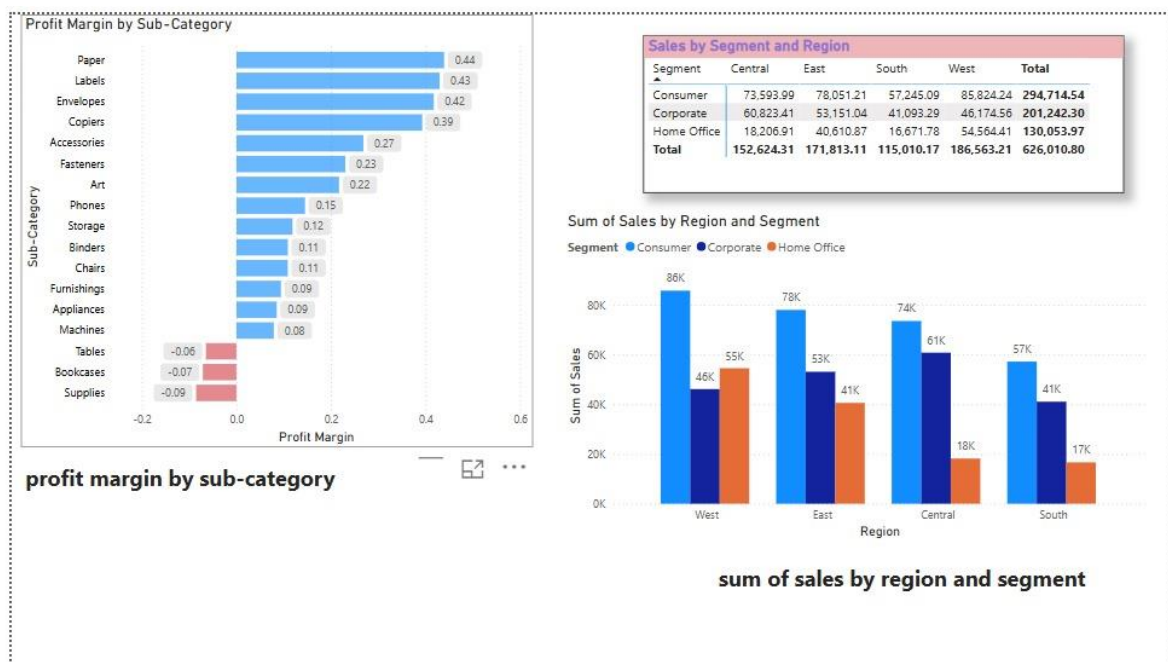
8. How does discounting affect profitability?



top 10 products by sales

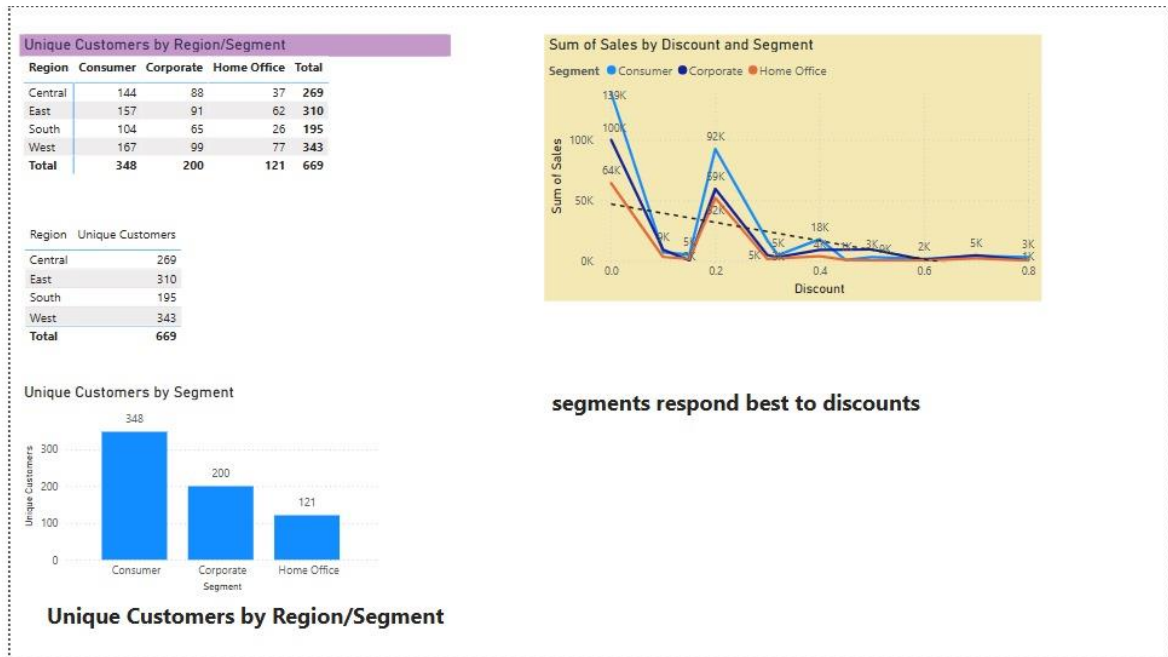
9. What's the profit margin by sub-category?

10. How do sales vary by segment and region Combined?

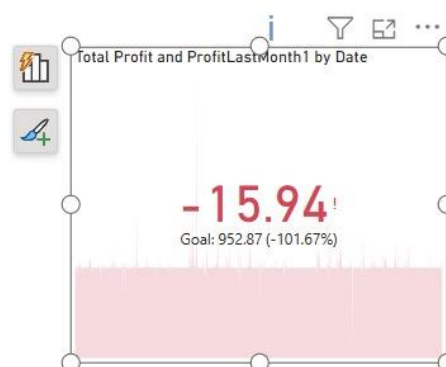





11. How many unique customers do we serve by region or segment?

12. . Which segments respond best to discounts?



13. What is the current total profit compared to last month?



TotalProfit, ProfitLastMor					
First MonthYear by Date					
03-01...	04-01...	05-01...			
06-01...	07-01...	08-01...			
09-01...	10-01...	11-01...			