-- Feature Engineering

-- 1. Change the data type of the column order\_date

-- 2. Null value treatment of column ship\_mode

-- 3. Find out Sale price, Discount and Profit and create new columns

-- 4. Drop column Cost price, List price and discount Percentage

-- So, we have got our desired dataset and will begin with our data analysis.

1. Total revenue
2. Total Profit
3. Total quantity sold
4. Segment wise revenue generation
5. City wise revenue generation (top 10)
6. State wise revenue generation top 10
7. Region wise revenue generation
8. category wise revenue generation
9. sub category wise revenue generation
10. Top 10 highest revenue generating products
11. top 5 highest selling products in each region
12. Find month over month growth comparison for 2022 and 2023 sales
13. which month has highest sales for each category
14. which sub category has highest growth by profit in 2023 compared to 2022
15. which sub category has highest growth percentage by profit in 2023 compared to 2022 wrt each region (top 3 sub categories)
16. which sub category has highest growth percentage by sales in 2023 compared to 2022 wrt each region (top 3 categories)
17. which segment has highest growth percentage in profit
18. which segment has highest sales\_growth percentage