KPIS

1-total sales(revenue)

2-total cost

3-profit

4-qty

5-no unq cus

6-no unq orders

7- total sales by channel ( root cause analysis)

8-total sales by year ( root cause analysis)

9- total sales by team

10- total sales by customers

11- total sales by store

12- total sales by product

13-total sales by region,state,city

hidden relationships

1- cost & profit ( product)

2- qty& profit ( product)

3-qty & sales(product)