

Business Questions

1. Sales Performance and Trends

- Which regions have the highest total sales revenue?
- Which products are generating the highest sales and profit margins?
- What is the monthly sales trend for each region or product category?
- How does sales performance vary between different salespersons?

2. Customer and Reseller Insights

- Which resellers contribute the most to total sales revenue?
- What is the average order value for each reseller?

3. Product Profitability

- Which products have the highest profit margins?
- What are the most popular products by volume and revenue?

4. Salesperson Performance

- Which salesperson generates the highest revenue?
- How does each salesperson perform across different regions?

5. Regional Sales Insights

- Which regions have the highest sales volume and revenue?
- How does sales performance differ by region for each product category?

6. Cost and Revenue Analysis

- What is the total cost of goods sold (COGS) for each product category?
- What is the overall profitability by region?

7. Order Insights

- What is the distribution of sales across different product categories?
- Are there any correlations between product color and sales volume?