Understanding Sales Trends

1. What is the total profit for each category?
2. What is the total profit for each sub-category?
3. What are the total sales for each product ?
4. Which city recorded the highest sales?
5. Identify the most common shipping mode used by customers?
6. Which product has the highest sales per unit?
   (Divide total sales by quantity sold using a calculated column.)
7. How many unique customers are in the dataset?
8.
   a. Create a pivot table to show totals sales by customers
   b. Identify the top 3 customers with the highest total purchases
9.
   a. Use a **Pivot Chart** to visualize sales distribution by Segment (Consumer, Corporate, Home Office).
   b. Add **Slicers** to filter the chart by Region and Ship Mode.
10. What percentage of customers fall into each segment (Consumer, Corporate, Home Office)
11. Calculate the contribution of each category to the overall sales.

Regional Insights

12.
    a. Using the FILTER Function find the region for a given state and calculate the total sales for each State

    b. How many states have sales greater than $10,0000?
13.
    a. Create a pivot table to show total sales by region and Category

14. Identify the average sales value per order in each Region.

15. What percentage of total sales comes from each region?
    (Use SUMIF to calculate sales per region and divide by total sales.)

Identify Key Drivers of Revenue

16.

a. Calculate the total sales against each order ID and use conditional formatting to highlight values greater than the total averages sales
b. For the tops 5 order IDs, create a table that lists down the category wise sales using index match (structure shown below):

Order IDs	Category 1	Category 2	Category 3	Total
123				
456				
789				
012				
345				
678				
Total				

17. How many orders fall within specific sales ranges (e.g., <$100, $100-$200, $200-$300, $300-$400, $400-$500, $500-$600, $600-$700, $700-$800, $800-$900, >$1,000)?
(Use COUNTIFS to define multiple ranges.)