1. **Sales Performance Analysis**

* Analyze overall sales trends over time (monthly/quarterly/yearly).
* Identify top-performing and underperforming product categories and sub-categories.
* Evaluate sales by region, state, and city.

1. **Customer Segmentation**

* Determine which customer segments (Consumer, Corporate, Home Office) generate the most revenue.
* Analyze repeat customer behavior using Customer\_ID.

1. **Product-Level Insights**

* Identify top-selling products.
* Determine top category orderd by year