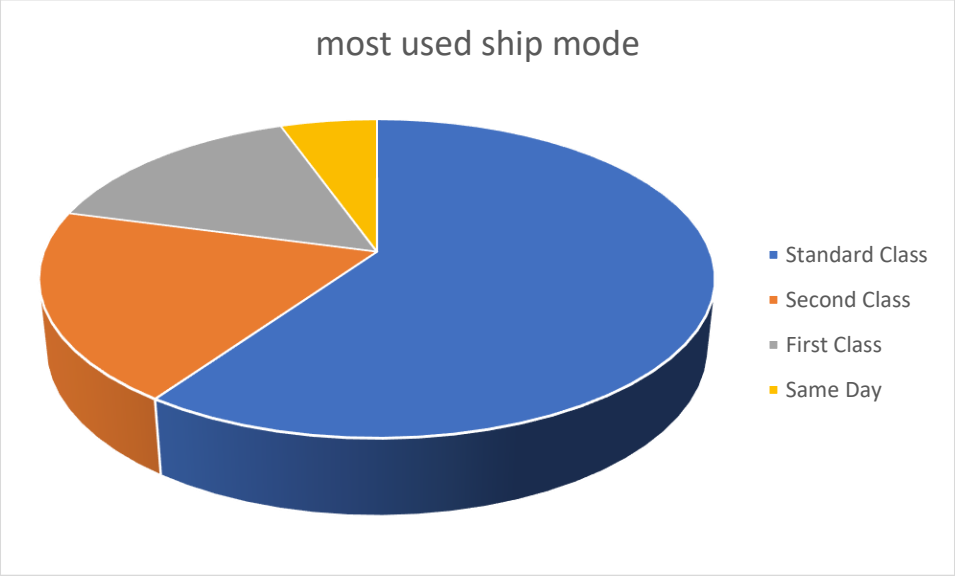
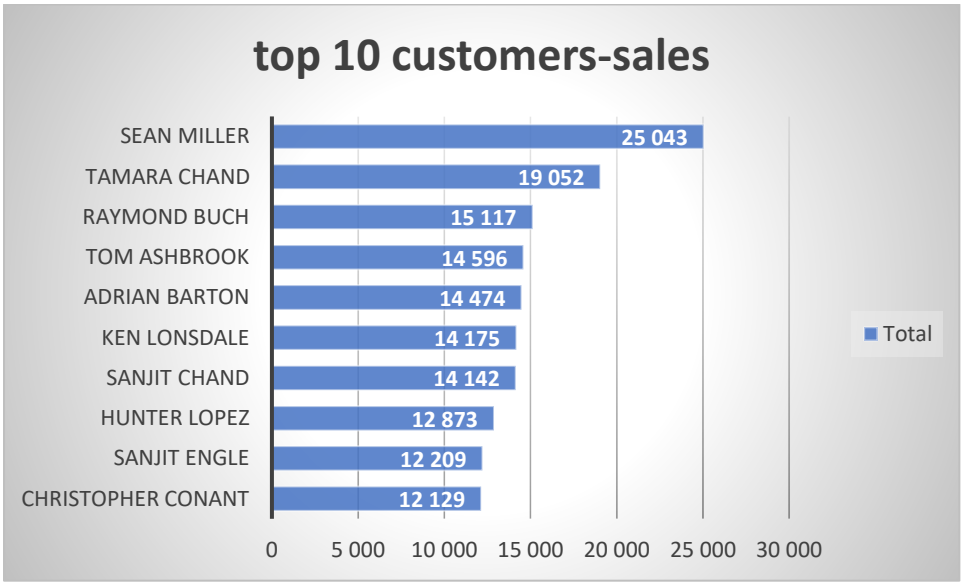
Questions

To Enhance Customer Loyality :

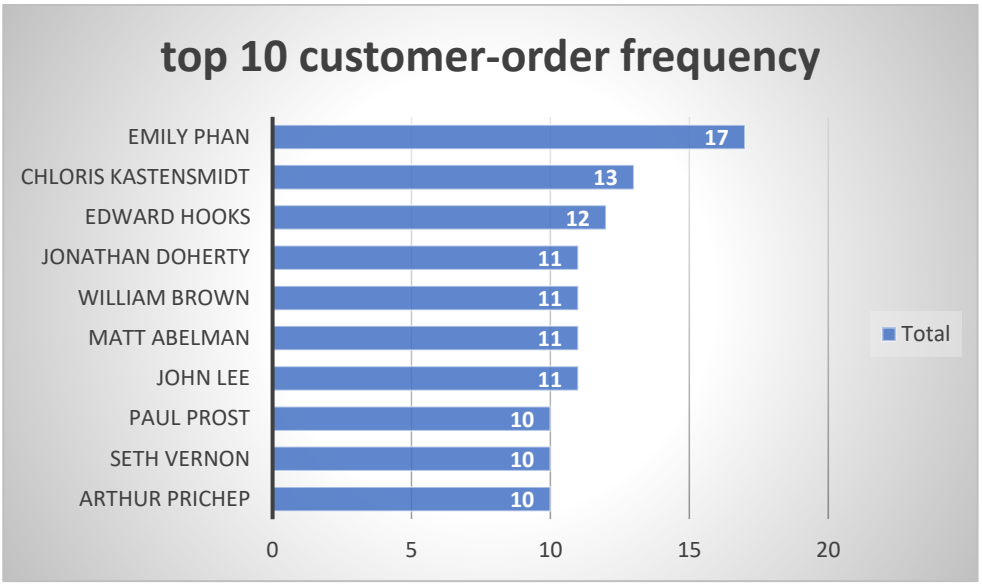
- What is the most used ship mode by our customers ?



- Who are our top 10 customers in terms of sales ?

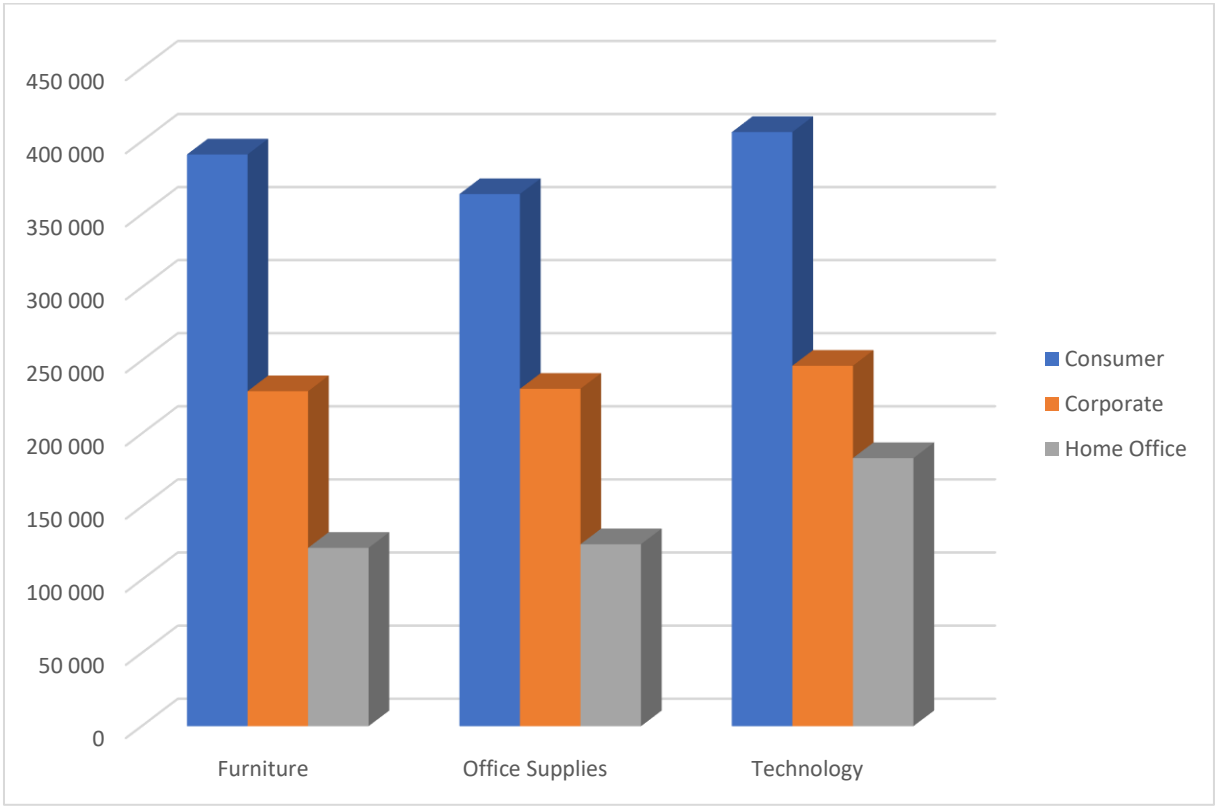


- Who are our top 10 customers in terms of order frequency ?

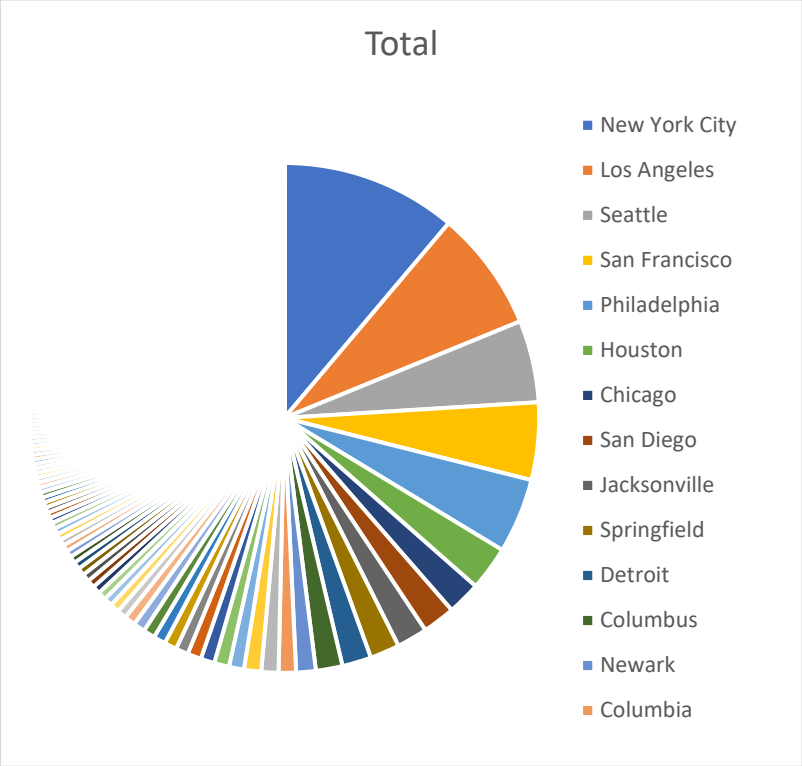


To monitor our strength and weak points :

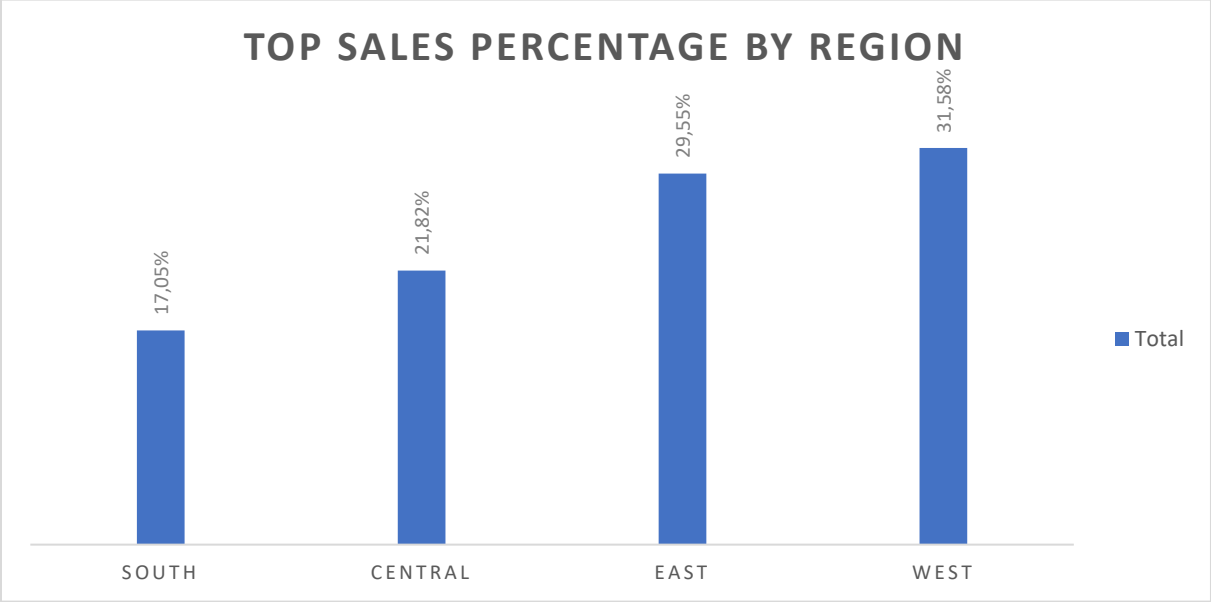
- Which segment of clients generates the most sales by category ?



- Which city has the most sales value ?

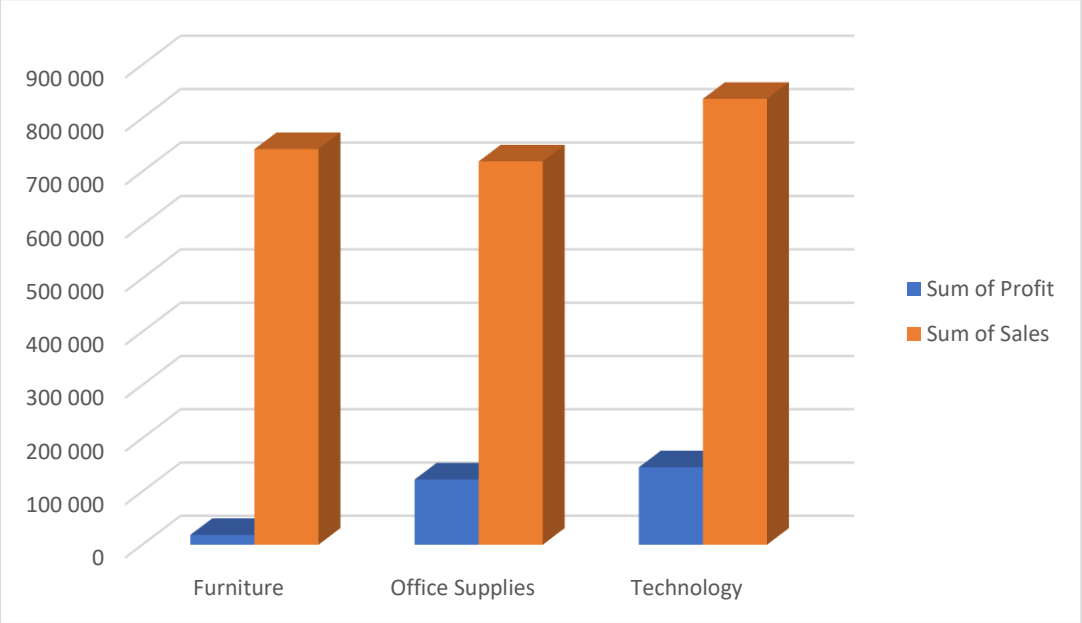


- Which state generates the most sales value percentage by region ?

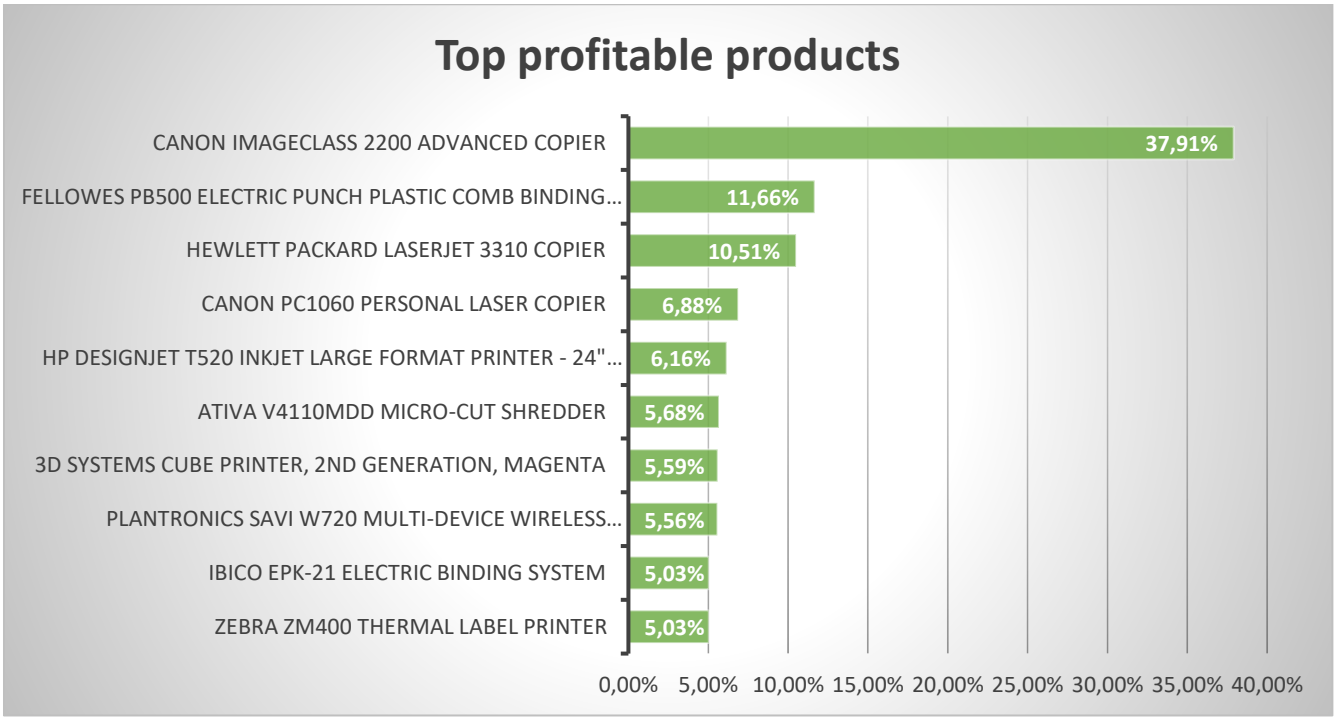


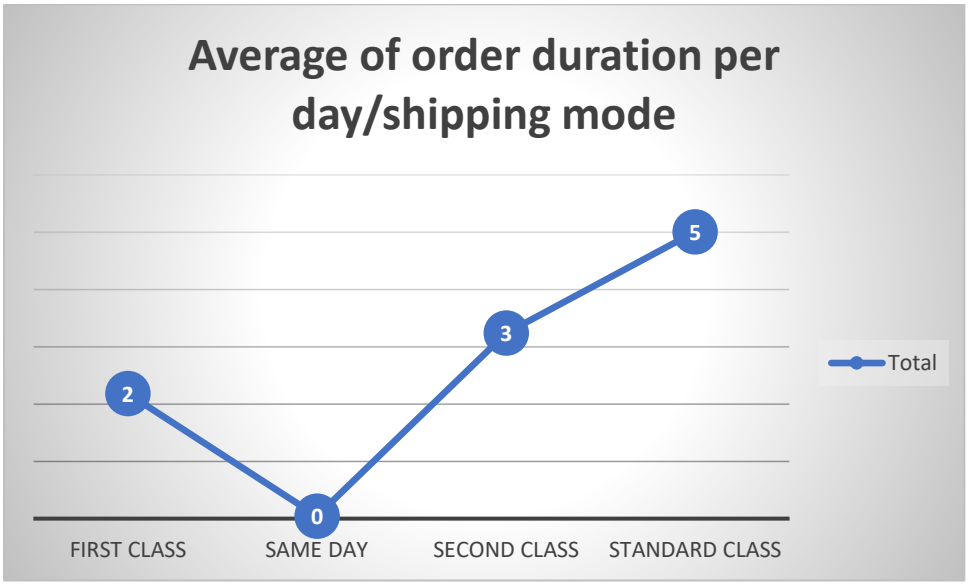
Performance measurements :

- What are the top performing product categories in term of sales and profit ?



- What is the most profitable product that we sell ?



Customer experience :

- On average how long does it take the orders to reach our clients ?
  - Based on each shipping mode