



**LONDONER SUPERSTORE**



With growing demands and cut-throat competition in the market, a Superstore Giant is seeking your knowledge in understanding what works best for them. They would like to understand which products, regions, categories, and customer segments they should target or avoid.

What we need to know.

- How many records are in the dataset?
- How many attributes are in the dataset?
- How many customers do we have?
- How many products are offered by the store?
- What is the total sales/revenue?
- What is the total profit and profit margin?
- What is the best performing segment in terms of sales, purchases, and profits?
- What is the best performing category in terms of purchases, sales, and profits?
- Which products according to each category is the least and most purchased?
- How do the regions and states perform?
- What can you say about our sales rep and managers?
- What other factors determine sales and profits?