**Business problem question to answer from dataset**

1. Profitability by Region:

- Which regions are the most and least profitable for the company?

- Are there specific states or cities within regions that contribute significantly to profit?

2. Category and Sub-Category Analysis:

- What are the most and least profitable product categories and sub-categories?

- Are there specific items within categories that consistently underperform?

3. Sales and Profit Trends:

- How have sales and profits evolved over time? Are there noticeable trends?

- Can seasonality or specific time periods be correlated with changes in profitability?

4. Customer Segment Profitability:

- Which customer segments (Consumer, Corporate, Home Office) contribute the most to profits?

- Are there segments where profit margins are lower, indicating a need for strategic adjustments?

5. Shipping Mode Impact:

- How does the choice of shipping mode impact both sales and profit?

- Are certain shipping modes more cost-effective than others?

6. Discount Strategy Effectiveness:

- What is the impact of discounts on sales and profit for different products and regions?

- Is there a correlation between the level of discount and overall profit?

7. Geographic Performance:

- Are there specific countries, states, or cities where the company is struggling to achieve profitability?

- How can marketing and operational strategies be tailored to improve performance in these areas?

8. Quantity and Profit Relationship:

- Is there a correlation between the quantity of products sold and overall profit?

- Are there products for which increasing quantity sold doesn't proportionally increase profit?

9. Market Basket Analysis:

- What products are frequently purchased together, and how can this information be leveraged for cross-selling or bundling strategies?

10. Supply Chain Optimization:

- Can improvements be made in the supply chain to reduce costs and increase overall profitability?

- Are there regions where supply chain efficiency is a particular concern?

11. Customer Loyalty and Profitability:

- Are loyal customers more profitable over time?

- How can customer loyalty programs be adjusted to maximize long-term profitability?

12. Return on Investment (ROI):

- What is the return on investment for various marketing and promotional activities?

- Which activities contribute most effectively to increased sales and profit?

13. Inventory Management:

- Are there products with slow-moving inventory impacting overall profit?

- How can inventory turnover be optimized for better profitability?

14. Postal Code Performance:

- Are there specific postal codes where sales or profit performance is consistently low?

- Can targeted marketing or operational improvements be implemented in these areas?

15. Category and Sub-Category Performance:

- What are the top-performing and underperforming categories and sub-categories?

- Are there opportunities for diversification or focusing efforts on high-performing areas?

These questions should help you identify areas for improvement and guide strategic decisions to enhance overall profitability in various aspects of the business.