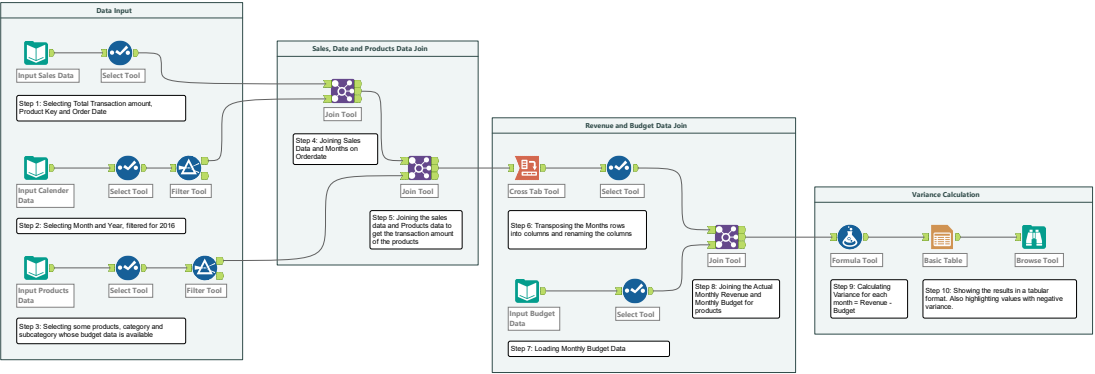
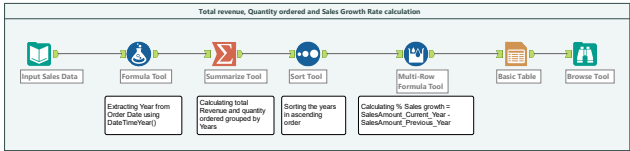


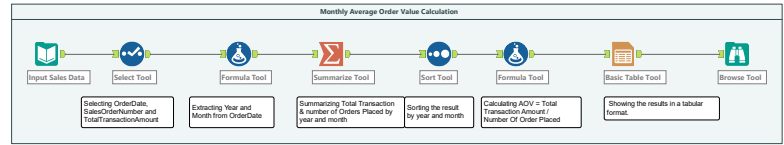
1. How does actual sales data from 2016 compare to the budgeted sales figures?



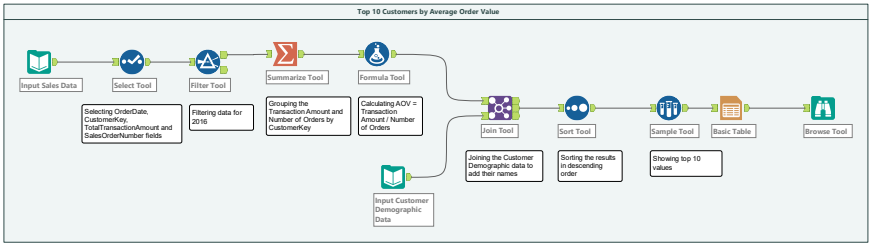
2. What is the Total Revenue Generated, Quantity Sold and Sales Growth Rate over the years?



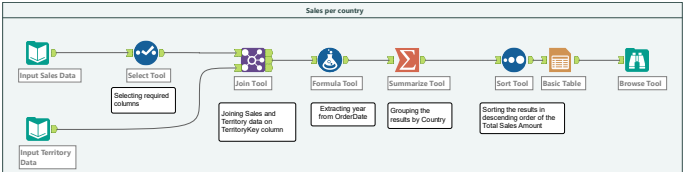
3. What are the monthly average order value for each year?



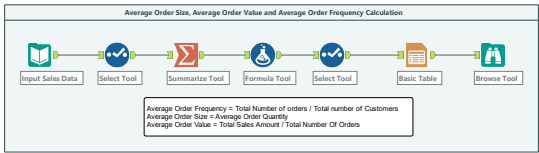
4. Find the top 10 customers with highest average order value in 2016?



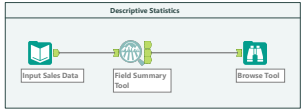
5. How do sales vary across different territories or regions? Which territories show the highest growth potential or need additional focus?



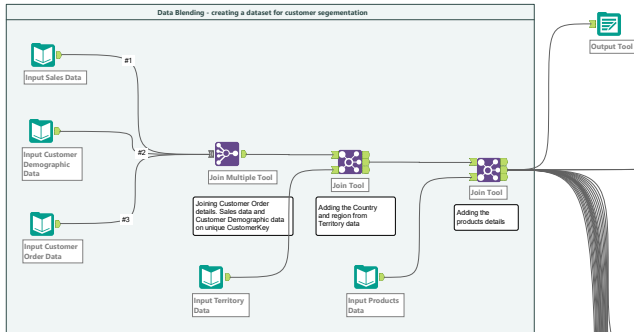
6. What are the Average Order Size, Average Order Value and Average Order Frequency?



7. Calculate descriptive Statistics for the numerical columns.



8. Segment the customers based on their demographic data such as age, gender, employment, yearly income etc.



8.1. Segment the customers based on gender, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.

8.2. Segment the customers based on age, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.

8.3. Segment the customers based on income category, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.

8.4. Segment the customers based on marital status, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.

8.5. Segment the customers based on number of children, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.

8.6. Segment the customers based on number of children in home, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.

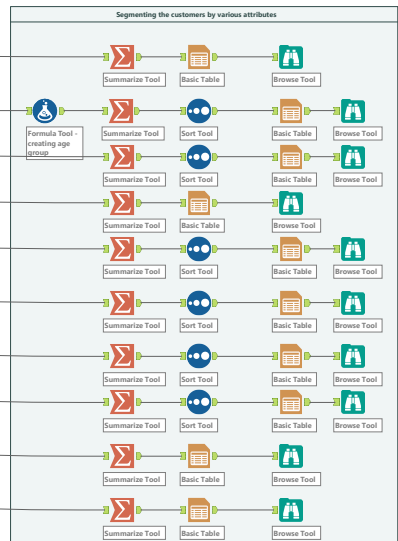
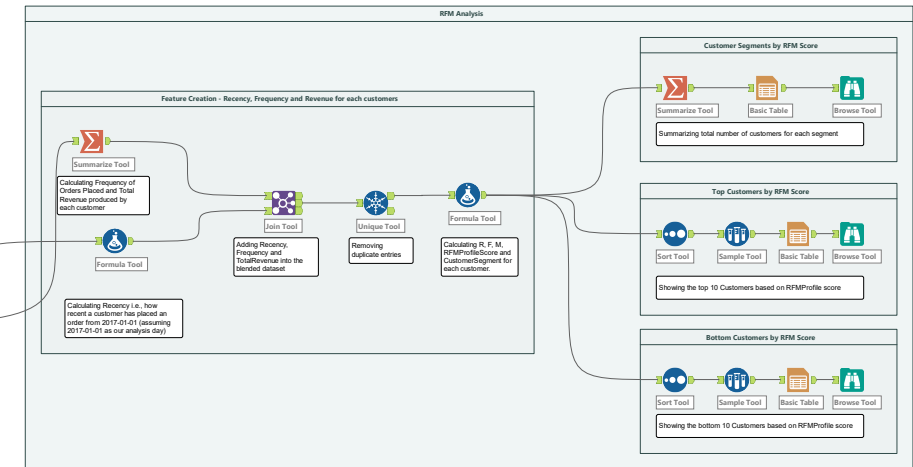
8.7. Segment the customers based on education, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.

8.8. Segment the customers based on occupation, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.

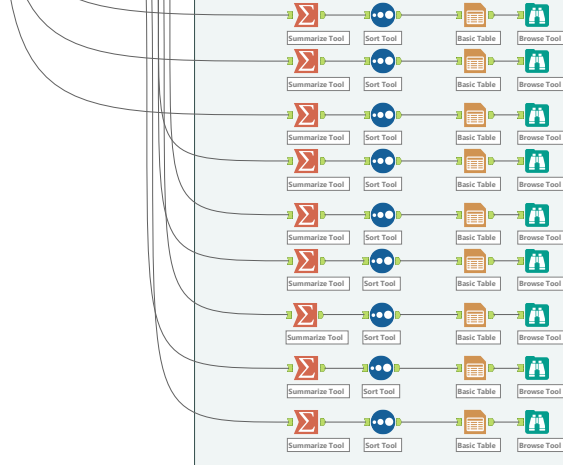
6.3. Segment the customers based on house ownership, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.

amount, total number of orders placed.

8.11 Segment the customers based on country, and find the total number of customers, total revenue and profit, average tax amount, total



- number of orders placed.
- 8.12. Segment the customers based on commute distance, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.
- 8.13. Segment the customers based on customer type (Customer Lifetime Duration), and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.
- 8.14. Segment the customers based on product, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.
- 8.15. Segment the customers based on product subcategory, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.
- 8.16. Segment the customers based on product category and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.
- 8.17. Segment the customers based on product color, and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.
- 8.18. Segment the customers based on product line and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.
- 8.19. Segment the customers based on model name and find the total number of customers, total revenue and profit, average tax amount, total number of orders placed.



9. What are the top and least performing products for in terms of sales amount and quantity?

