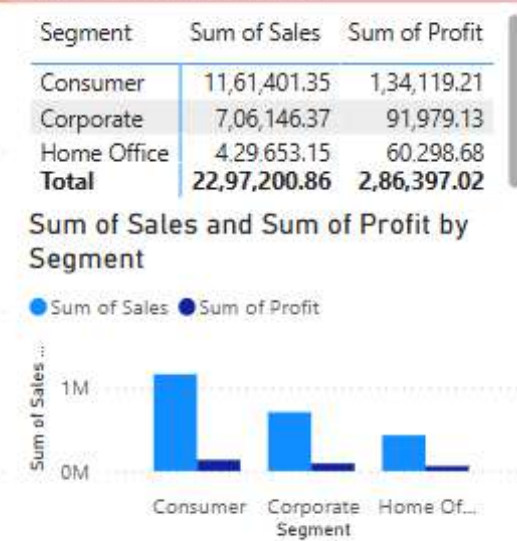
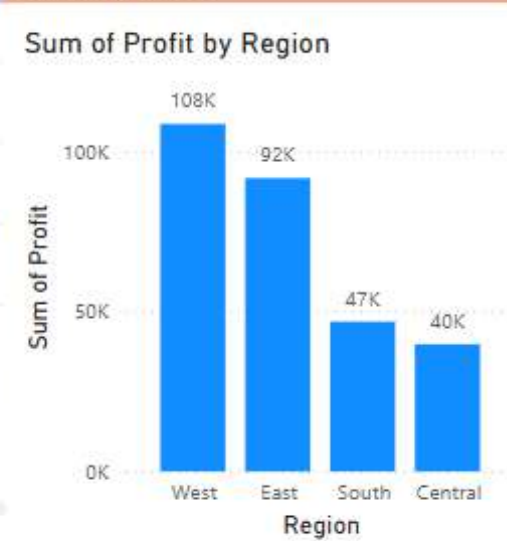
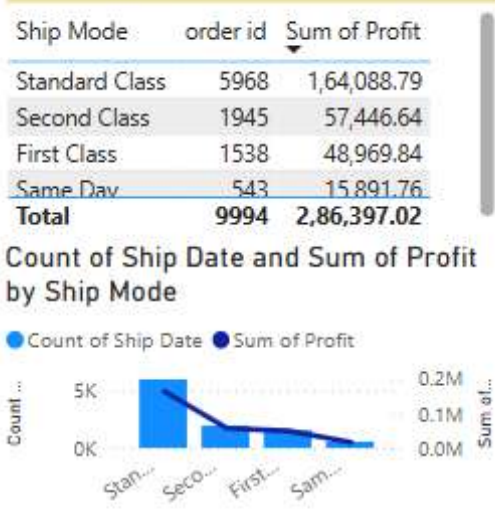


1. Which product categories contribute the most to overall sales and profit?
2. What is the monthly sales trend over time?
3. Which regions are most profitable and which are running at a loss?
4. How do different customer segments perform in terms of sales and profitability?

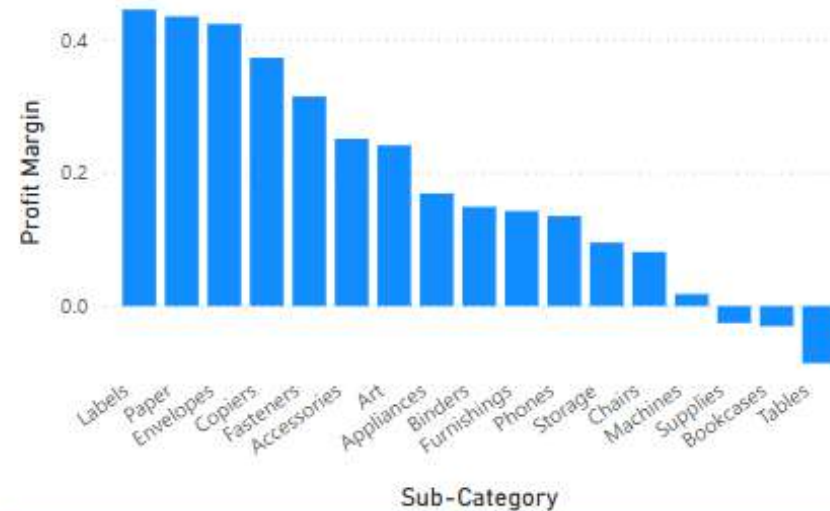


5. Which shipping modes are most used, and how do they impact delivery time and profit?



9. What's the profit margin by sub-category?

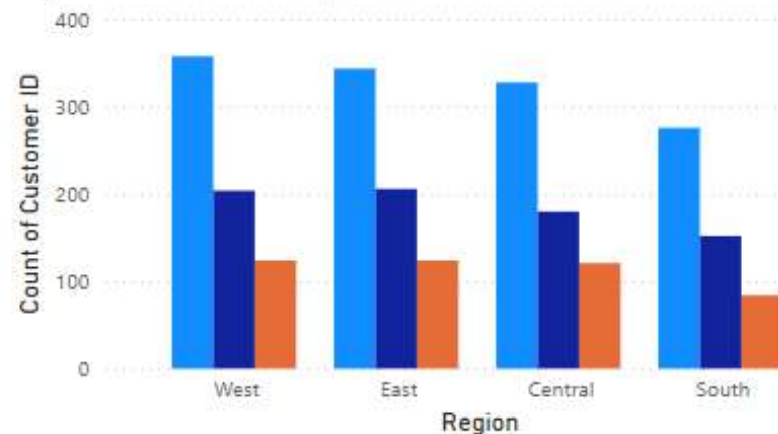
Profit Margin by Sub-Category



11. How many unique customers do we serve by region or segment?

Count of Customer ID by Region and Segment

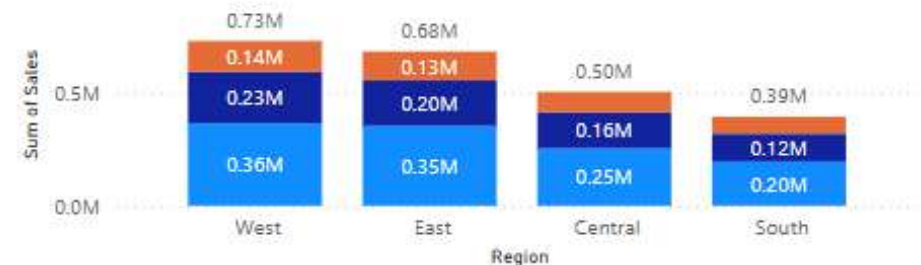
Segment ● Consumer ● Corporate ● Home Office



10. How do sales vary by segment and region combined?

Sum of Sales by Region and Segment

Segment ● Consumer ● Corporate ● Home Office

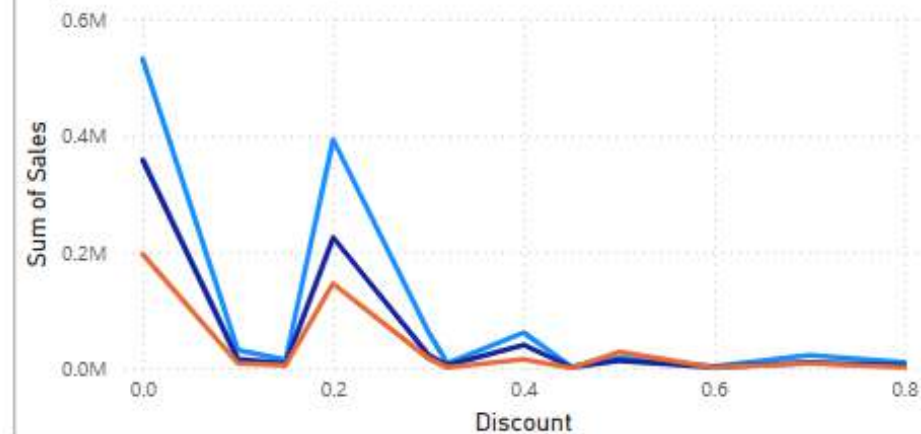


Segment	Central	East	South	West	Total
Consumer	2,52,031.43	3,50,908.17	1,95,580.97	3,62,880.77	11,61,401.35
Corporate	1,57,995.81	2,00,409.35	1,21,885.93	2,25,855.27	7,06,146.37
Home Office	91,212.64	1,27,463.73	74,255.00	1,36,721.78	4,29,653.15
Total	5,01,239.89	6,78,781.24	3,91,721.91	7,25,457.82	22,97,200.86

12. Which segments respond best to discounts?

Sum of Sales by Discount and Segment

Segment ● Consumer ● Corporate ● Home Office



Ans(1-8)

Ans(9-12)

x

Ans(13)





13. What is the current total profit compared to last month?

Sum of Profit by Order Date

101.54



Ans(1-8)

Ans(9-12)

Ans(13)

x

