QUESTIONS

Sales Analysis:

Part 1: **Sales and Profitability Analysis**

• Merge the List of Orders and Order Details datasets on the basis of Order ID.

Calculate the total sales (Amount) for each category across all orders.

• For each category, calculate the average profit per order and total profit margin

(profit as a percentage of Amount).

• Identify the top-performing and underperforming categories based on these

metrics. Also, suggest reasons for their performance differences.

Part 2: **Target Achievement Analysis**

• Using the Sales Target dataset, calculate the percentage change in target sales

for the Furniture category month-over-month.

• Analyse the trends to identify months with significant target fluctuations.

Suggest strategies for aligning target expectations with actual performance

trends.

Part 3: **Regional Performance Insights**

• From the List of Orders dataset, identify the top 5 states with the highest order

count. For each of these states, calculate the total sales and average profit.

• Highlight any regional disparities in sales or profitability. Suggest regions or cities

that should be prioritized for improvement.