How do sales and orders change throughout the year, and are there specific months or seasons with higher sales?

From 2015 to 2018, orders and sales consistently peak during November and December, while January experiences the lowest levels of both.

Which products or categories are the top revenue generators, and which are underperforming?

Top Revenue Generators:

- Phones (Technology): $327.8K

- Chairs (Furniture): $322.8K

- Storage (Office Supplies): $219.3K

- Binders (Office Supplies): $200K

What are the top 20 states in terms of sales?

The top-performing states by sales are: California, New York, Texas, Washington, Pennsylvania, Florida, Illinois, Michigan, Ohio, Virginia, North Carolina, Indiana, Georgia, Kentucky, Arizona, New Jersey, Colorado, Wisconsin, Tennessee, and Minnesota.

Which shipping modes have the highest delays, and which are most commonly chosen by customers? How do these affect customer satisfaction?

Highest Delays: The "Standard Class" shipping mode has the longest average delay, with shipments taking approximately 5 days.

Most Commonly Used: "Standard Class" is also the most popular shipping mode, accounting for a total of 5,859 orders.

Impact: The frequent use of "Standard Class" despite delays may indicate a trade-off between cost and speed for customers, potentially affecting satisfaction.

Which customer segment (Consumer, Corporate, or Home Office) contributes the most to sales?

The Consumer segment makes the largest contribution to total sales, accounting for 51%.

Which regions have the highest and lowest sales?

Highest Sales: The West region, contributing 31% of total sales.

Lowest Sales: The South region, contributing 17% of total sales.