

SALES HISTORY SCHEMA BUSINESS QUESTIONS

1. What 3 countries has the highest number of sales?
2. What channel generates the most and the least income over the years?
3. In what month of the year do they make the highest total profit?

GOALS OF THE REPORT

1. The goal of the first question is to determine the country that has been constantly purchasing the products and has the highest number of sales. It allows to know what more quantity of products to produce and how to improve on other countries
2. The second question will enable us to know what channel customers are most comfortable with for us to be able to increase sales through that channel and maximize profits
3. The third question gives us an insight as to which month of the year more profits are made from purchases over the last couple of years and this will also make us know what causes the spike in this time of the year maybe promotions or price drop.