Need to have a dashboard with this information:

1. Revenue & profit vs time (show monthly as a trend, show yearly as a comparison)
2. Comparison of all Sales Channels to clearly see which sales channel does the most sales
3. Geo-heat-map of bestselling stores
4. Show KPI’s such as profit margin, profit per product, profit per customer etc
5. Try and regress population & household income on sales/profit etc

Write queries to show these metrics for the entire life of the company (from 2018 to 2021)

1. What are our top 10 & bottom 10 selling products by quantity? What about by total sales? Profits?

* Determine the top 5 products by revenue per state
* What has been the overall top seller in each year? By revenue and profit

1. Who are our top 10 & bottom 10 customers in sales? By orders, quantity bought, and revenue
2. Who are our top 10 & bottom 10 employees in sales? By revenue, orders, and quantity sold.
   1. Rank the top sales teams by region
3. Who are our top 10 & bottom 10 stores in sales?
   1. Top 5 cities? states? Regions?
      1. Show top cities in each state?
4. Avg. delivery time
   1. Avg delivery time per customer, per product
5. Avg. overall purchase lead times, per product
6. Avg. Inventory turnover per product
7. What is the average overall discount, the average discount per product, the average discount per customer, and the average discount per employee?
   1. Which employees applied the most discounts? Which customers used the most discounts? Which products were discounted the most? A top 5 is fine for these.