**About Customers:**

1. What is the most commonly used shipping mode by customers?
2. Who are the top 10 customers with the highest sales?
3. Who are the top 10 customers with the highest purchase frequency?
4. What is the highest customer segment?
5. Which segment of clients generate the most sales ?
6. Which segment of clients generate the most sales by category?

**About Sales (category / sub\_category):**

1. Which city has the highest sales?
2. Which are the top 10 states with the highest sales?
3. Which state generate the most sales value percentage by region?
4. What is the region with the highest sales?
5. What is the category with the highest sales?
6. What is the top 3 sub-category with the highest sales?
7. Which sub-category has the highest sales within its category?
8. What is the top 3 product name with the highest sales in its region ?
9. What is the most sales of category in each state ?

**About Profit (category / sub\_category):**

1. What is the category with the highest profit?
2. What is the sub-category with the highest profit?
3. Which sub-category has the highest profit within its category?
4. Which year had the highest profit?

**About Shipping Time:**

1. On average how long does an order take to ship?
2. On average how long does an order take based on ship mode ?
3. What is the fastest shipping mode?

**About Orders and Returns:**

1. What is the category with the most orders?
2. What is the sub-category with the most orders?
3. What is the product name that has the highest returns?

**About Managers:**

1. What is the manager's name who achieved the largest sales?

**About Discounts:**

1. What is the sub category with the highest discount?

Dash board :

Scope Sales (affect Quantity – Discount valure)

Target audience Sales Manger

Wire framing // aspect ratio pixel\*pixel // way of display (mobile / tv .. // placement

Visuals // charts

Prototype

Deployment