**Project Title: Sales Transaction Data Analysis**

**Project Description:**

You have been engaged to analyze the company's sales transaction dataset to provide critical business insights that will support strategic decision-making. The dataset spans multiple business activities, and your role is to extract meaningful information by answering the following key business questions.

**Project Requirements:**

1. **Top Performing Manager:**  
   Identify the best-performing sales manager based on total sales and determine their region.
2. **Shipping Analysis:**  
   Calculate how many times **"Delivery Truck"** was used as the ship mode.
3. **Returns Insight:**  
   Determine the number of orders that were returned and identify the product category with the highest number of returns.
4. **Shipping Cost Review:**  
   Identify the year in which the company incurred the **least shipping cost**.
5. **Sales by Weekday:**  
   Analyze and display which **day of the week** had the highest sales across customer segments.
6. **Profitability Check:**  
   Determine the profitability of the company by analyzing the actual orders that were successfully delivered.
7. **Customer Demographics:**  
   List the names of customers **born from 1980 onward**.
8. **Order Aggregation:**  
   Calculate the **total number of orders** placed by all customers.
9. **Low-Profit Products:**  
   Identify the product(s) with the **least profit**, to support decisions on product discontinuation.
10. **Top-Selling Products:**  
    Determine the **top 2 best-selling items** the company should continue to promote.

**Project Prerequisites:**

* Strong understanding of **table creation and structuring** in Excel or a database.
* Familiarity with **entity-relationship concepts** to enable proper data joining.

**Hints & Additional Notes:**

* The dataset contains **3 sheets**, including:
  + Sales Transactions
  + Returned Orders
  + Regional Managers
* You will need to **join the "Returned" and "Regional Manager" tables** with the main "Sales Transaction" data for a comprehensive analysis.