**Problem Statement**

A United States retail company wants to analyze sales data to generate insights for their growth. The company wants to know the most profitable region and the product categories that generate the most profit.

As a data analyst in the company, you have been tasked with working on this project. You have identified the data you need, asked the right questions, and collected the dataset. Your task is to answer these questions:

1. What region generates the most sales, profit, and tax?

2. What states generate the most sales and profit?

3. What are the most profitable categories of products sold in the state with the highest profit?

Task

As a data analyst who is part of this project, you are responsible for cleaning and analyzing the data. You will have to:

1. Observe the data to understand the structure

2. Clean the data for analysis

3. Analyze the data for insights

4. Visualize the data

Data Cleaning Instructions

• Remove the ‘Row ID’ column.

• Format ‘Customer Name’ to POPER case.

• Create ‘City’, ‘State’ and ‘Country’ columns beside the ‘Location’ column.

• Separate the city, state and country in the ‘Location’ columns into their respective columns.

• Remove the ‘Location’ column.

• Fill the ‘Region’ column in the “Orders” worksheet, based on the ‘State’ in the “Regions” worksheet. [Hint: Use VLOOKUP]

• Fill the ‘Tax’ column in the “Orders” worksheet, based on ‘Sales Amount’ and ‘Tax Rate’ in the “Tax Rates” worksheet. [Hint: Use HLOOKUP]

• Format the data as a table.

Data Analysis Instructions

1. Create Pivot Table from the dataset

2. Find the Sum of Sales per Region, Sum of Profit per Region and Sum of Tax per Region.

3. Find the Sum of Sales per State, and the Sum of Profit per State.

4. Find the Sum of Profit per category for the state with the highest profit.

As a data analyst, you have analyzed the data to generate insights. Your next step is to create charts you will use in the report to the stakeholders. You will have to:

1. Observe the analysis results to deduce the type of charts to use

2. Create the appropriate charts for your analysis

Chart Creation Instructions

Financial Statistics per Region

1. Create a Clustered Column chart for the Financial Statistics per Region

2. Create a Pie Chart for the Regional Profits

3. Create a Stacked Column Chart for Sales per Category per Region

4. Create a Line Chart with Marker for Quarterly Sales.