Superstore sales

1. **Total sales, profit and average discount**
   - **Question:** What are the total sales, profit, and average discount?
   - **Purpose:** To see how much we are earning and if discounts are helping or hurting profits.

2. **Identify the highest-sale state in each region**
   - **Question:** Which state received the highest sale in each region?
   - **Purpose:** To know which places are selling the most so the company can focus more marketing and resources on them.

3. **Profitability by category and sub-category?**
   - **Question:** Which category and sub-category combinations are most and least profit?
   - **Purpose:** It helps business managers decide which products to promote more, stop selling or price differently.

4. **Top 10 most profitable customers**
   - **Question:** Who are the top 10 customers by profit?
   - **Purpose:** To find the best customers who bring the most profit, so the company can keep them happy by offer them loyalty rewards or target similar customers.

5. **Most frequent used and profitable shipping mode**
   - **Question:** Which shipping method is used the most and how does it affect profit?
   - **Purpose:** To know which shipping option customers prefer and whether it's good or bad for profits (e.g., fast shipping might cost more and reduce profit).

6. **Monthly sales and profit trends**
   - **Question:** What are the monthly trends in sales and profit?
   - **Purpose:** To look at sales and profit over time (month by month), spot any patterns (like busy seasons), and plan for future months.

7. **Best and Worst performing products**
   - **Question:** Which products are making the most and least profit?

- **Purpose:** To find out which individual products are helping or hurting profits, so we can promote good ones and remove poor ones.

8. **Discount vs profit relationship**
   - **Question:** What is the effect of discount levels on average profit and order count in each product category?
   - **Purpose:** To understand how different discount levels impact profits and number of orders in each category. This helps decide the right discount to give for each category.

9. **Most ordered products (by quantity)**
   - **Question:** Which products are sold in the highest quantity?
   - **Purpose:** To identify the most popular products by how many units are sold, not just revenue, so we can keep them in stock and promote them.

10. **States with high sales but negative profit**
    - **Question:** Display the states with high sales but negative profit?
    - **Purpose:** To find states where the company selling a lot but still losing money. This helps detect hidden problems like high costs, returns or bad pricing.