

Sales Performance Analysis

--Questions--

--- Sales Performance Analysis ---

What is the total sales value?

Who are the top 5 customers by sales?

What are the monthly sales Total? (sales Overtime)

What is the total number of orders for each order status?

What is the average order quantity and average sales per customer?

How many unique products are there in each category and sub-category?

What are the top 3 product categories with the highest total sales?

What is the percentage of orders with and without discounts?

What is the average discount value for each product category?

Which product sub-categories within a category have the highest sales or profit margins?

List customer with purchases above the average purchase price of all customers

----Discount Analysis----

What is the total discount given to customers?

How does the discount impact sales?

How has the average discount value changed over time?

----Order Analysis----

What is the maximum, minimum, and average order quantity?