**Store Sales and Profit Analysis**

data['Order Date'] = pd.to\_datetime(data['Order Date'])

data['Ship Date'] = pd.to\_datetime(data['Ship Date'])

data['Order Month'] = data['Order Date'].dt.month

data['Order Year'] = data['Order Date'].dt.year

data['Order day of the week] = data['Order Date'].dt.daysofweek

* monthly sales analysis
* sales analysis by category
* sales analysis by sub-category
* monthly profit analysis
* profit analysis by category
* profit analysis by sub-category
* sales and profit analysis by customer segments