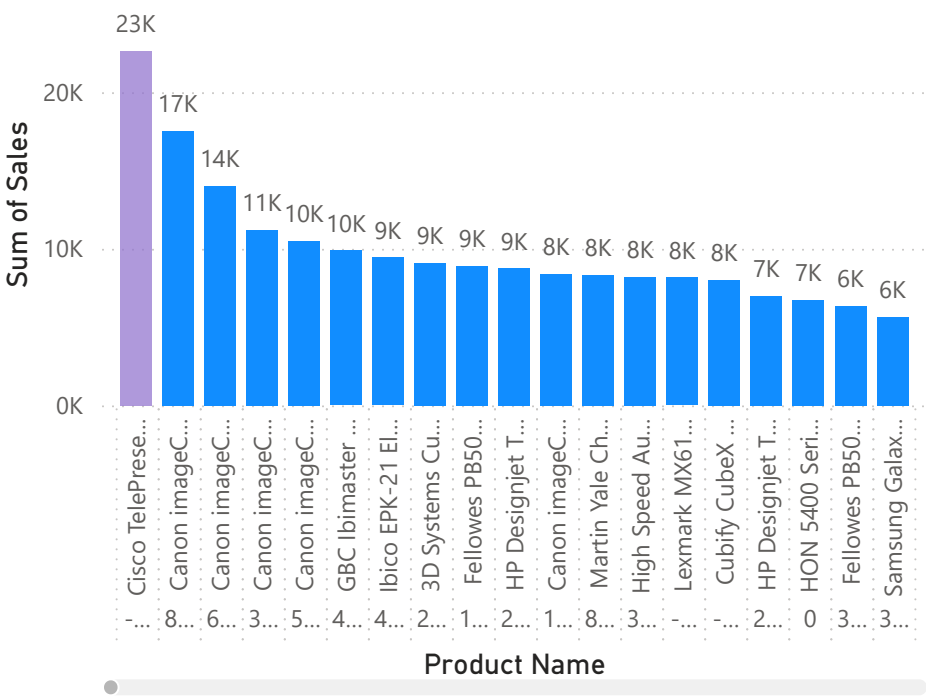


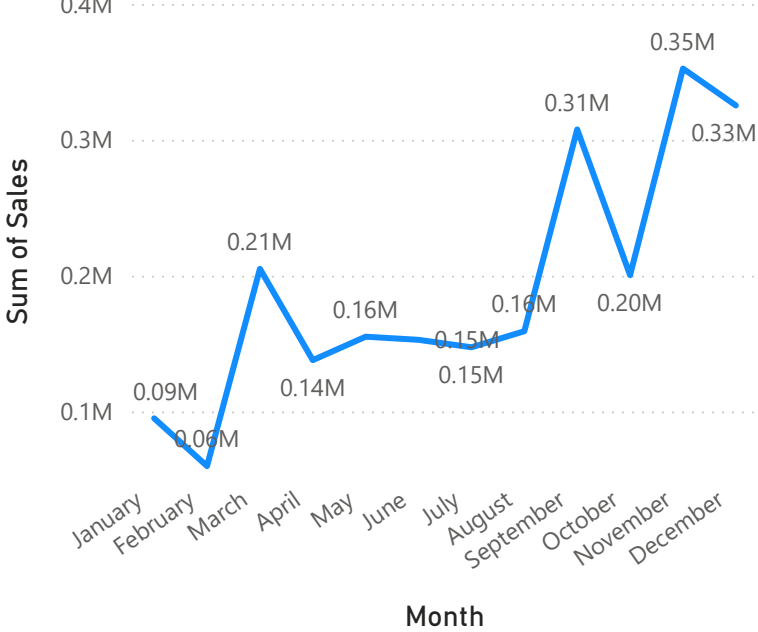
1. Which product categories contribute the most to overall sales and profit?

Sum of Sales by Profit and Product Name



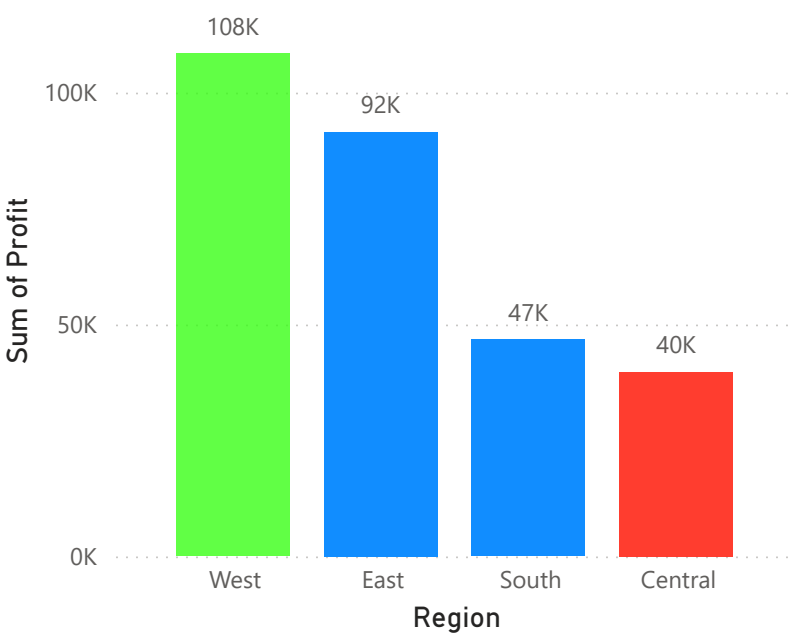
2. What is the monthly sales trend over time?

Sum of Sales by Month



3. Which regions are most profitable and which are running at a loss?

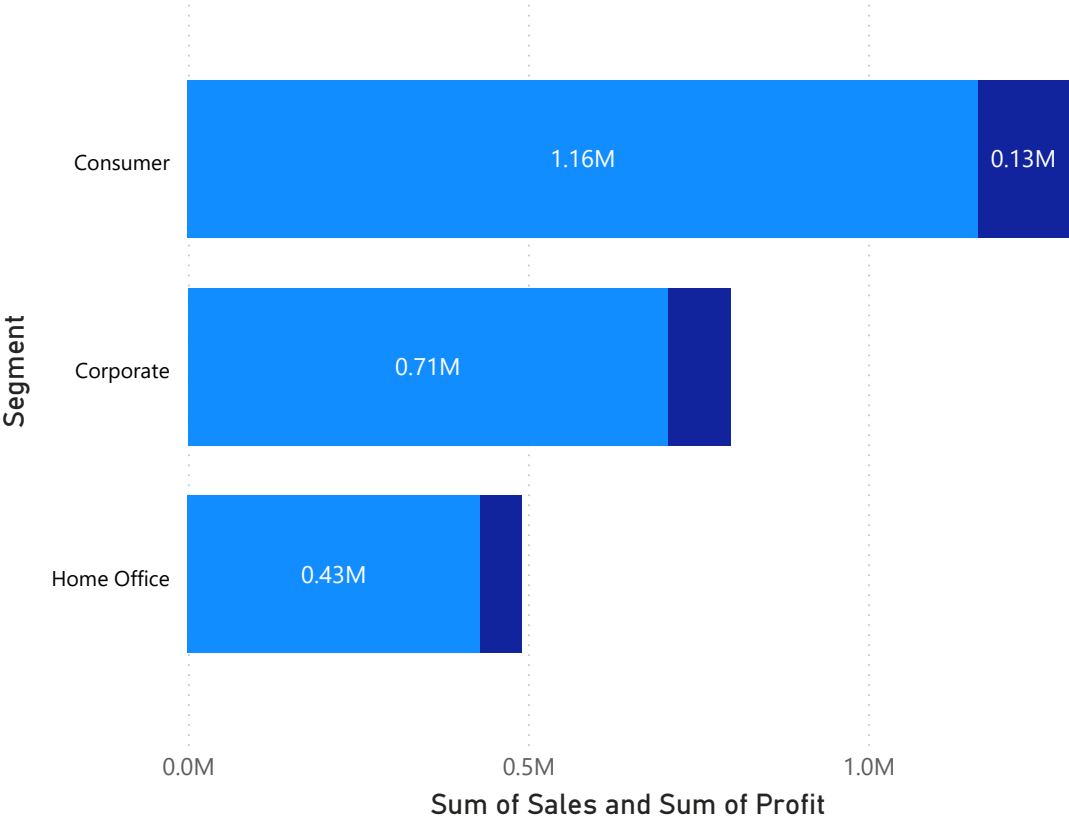
Sum of Profit by Region



#### 4. How do different customer segments perform in terms of sales and profitability?

Sum of Sales and Sum of Profit by Segment

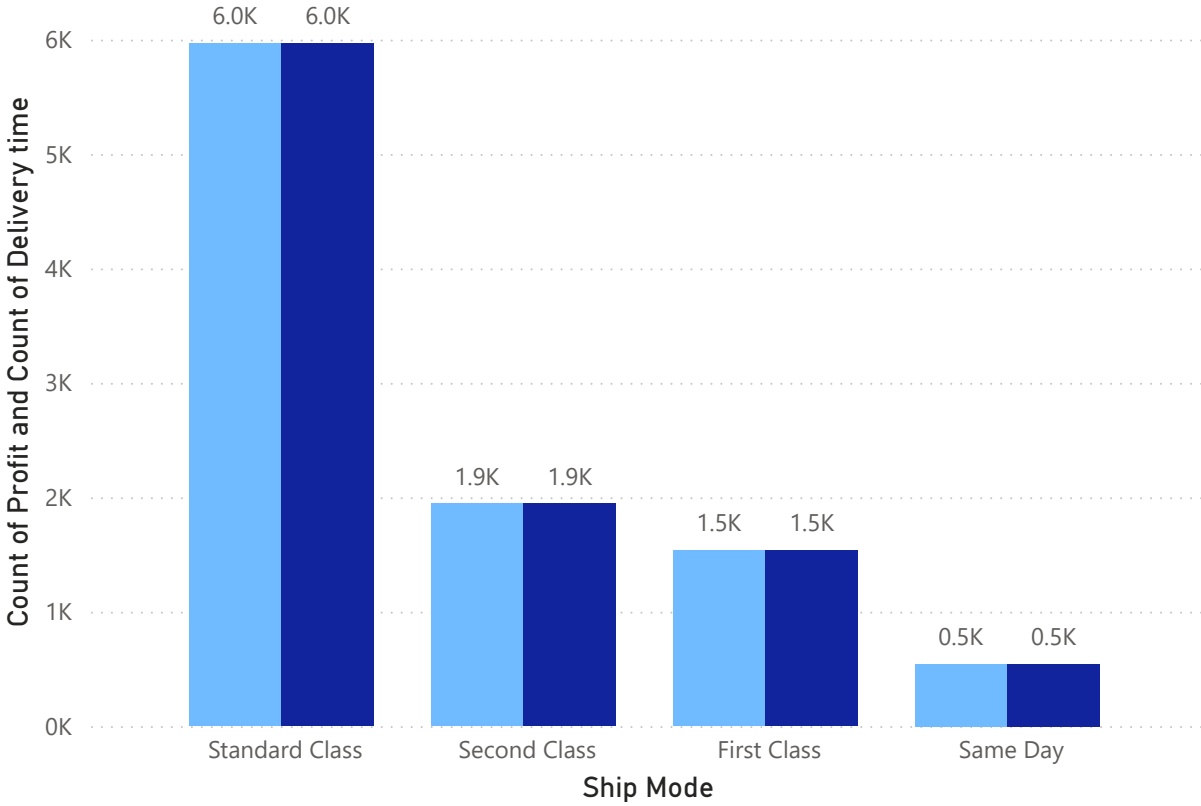
● Sum of Sales ● Sum of Profit



#### 5. Which shipping modes are most used, and how do they impact delivery time and profit?

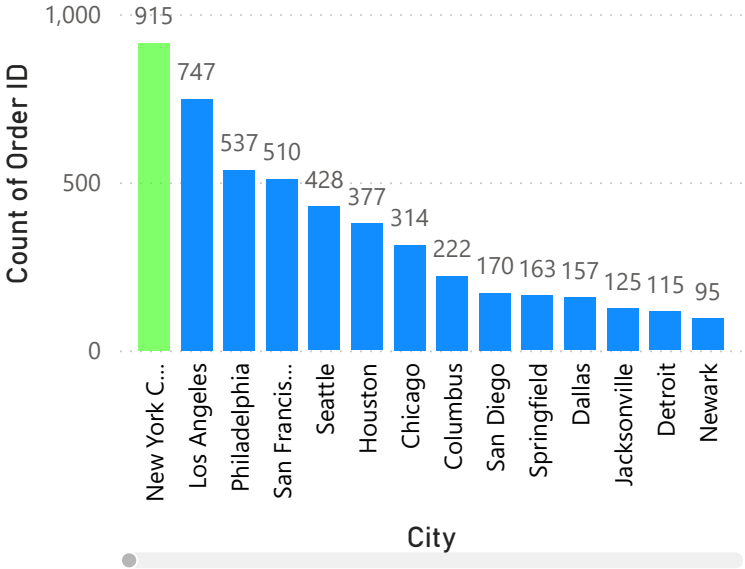
Count of Profit and Count of Delivery time by Ship Mode

● Count of Profit ● Count of Delivery time



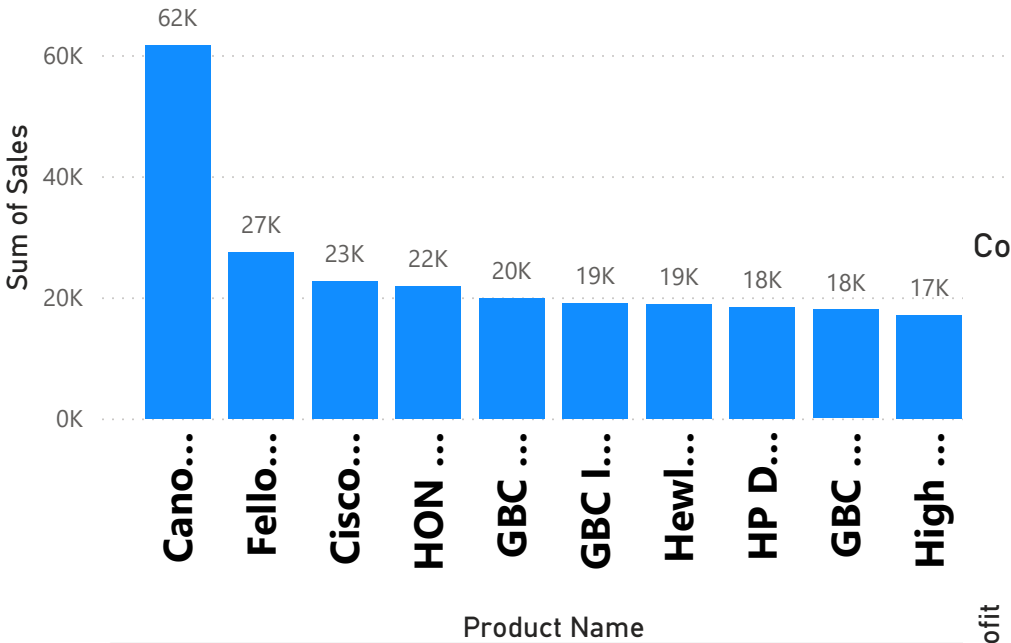
6. Which cities or states have the highest number of orders?

Count of Order ID by City



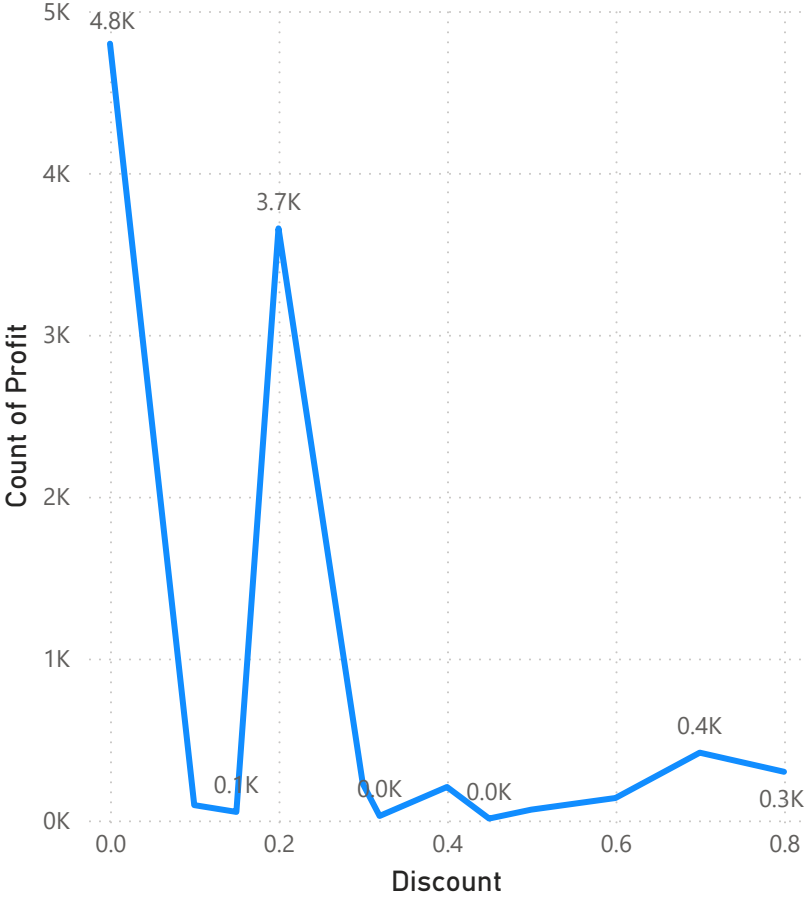
7. What are the top 10 products by sales?

Sum of Sales by Product Name



8. How does discounting affect profitability?

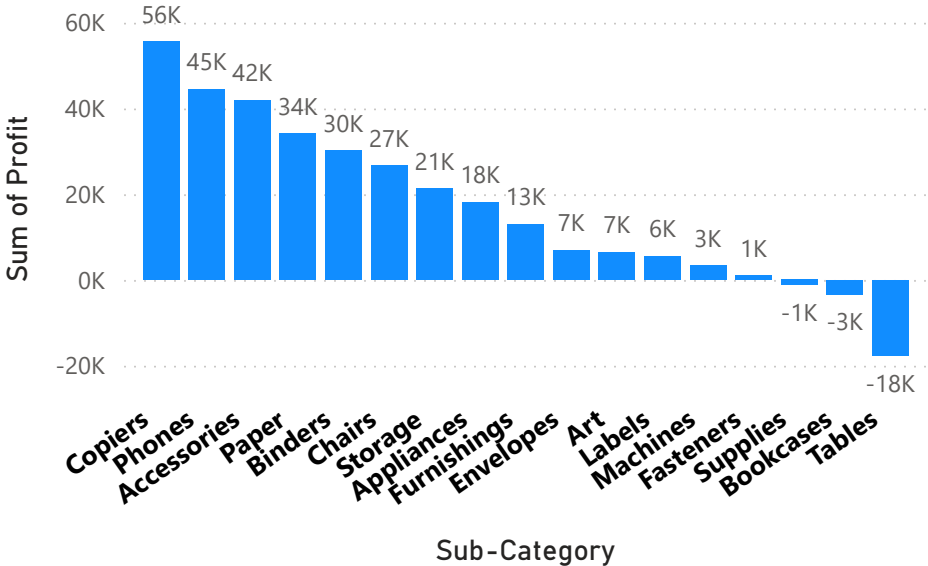
Count of Profit by Discount



9. What's the profit margin by sub-category?

10. How do sales vary by segment and region combined?

Sum of Profit by Sub-Category



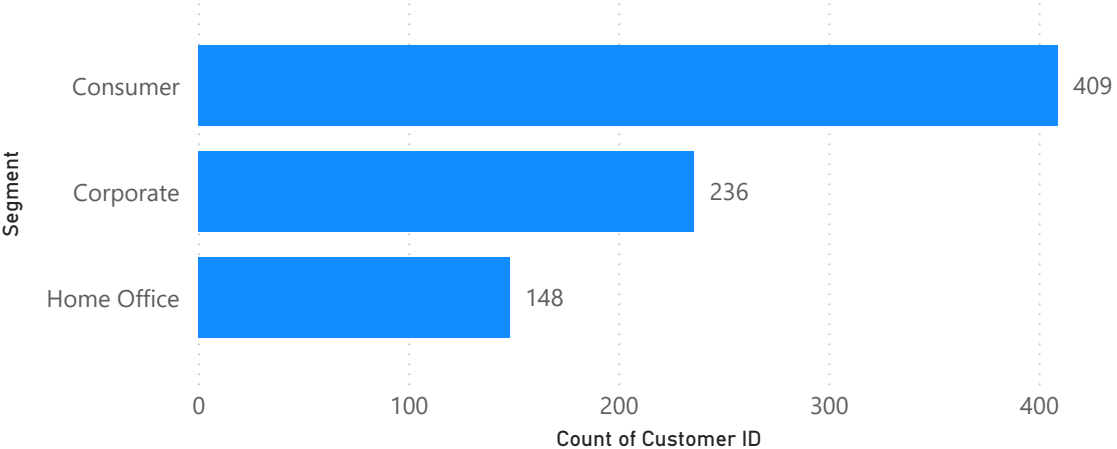
Segment	Central	East	South	West	Total
Consumer	2,52,031.43	3,50,908.17	1,95,580.97	3,62,880.77	11,61,401.35
Corporate	1,57,995.81	2,00,409.35	1,21,885.93	2,25,855.27	7,06,146.37
Home Office	91,212.64	1,27,463.73	74,255.00	1,36,721.78	4,29,653.15
Total	5,01,239.89	6,78,781.24	3,91,721.91	7,25,457.82	22,97,200.86

12. Which segments respond best to discounts?

Segment	Sum of Profit	Average of Discount
Corporate	91,979.13	0.16
Consumer	1,34,119.21	0.16
Home Office	60,298.68	0.15
Total	2,86,397.02	0.16

11. How many unique customers do we serve by region or segment?

Count of Customer ID by Segment



### 13. What is the current total profit compared to last month?

Sum of Profit by Month

