

the purpose for each of the charts you mentioned

1. Profit by Ship Mode:

- Analyze how different shipping methods (Standard, Express, etc.) impact profit.
- This helps in understanding the most cost-effective shipping mode for the business.

2. Profit by Category:

- Compare profitability across main product categories (Furniture, Technology, Office Supplies).
- This identifies which category is generating the most or least profit.

3. Region and Profit:

- Show how profits are distributed across different regions.
- Helps identify high-performing regions and areas where performance needs improvement.

4. Sum of Orders by Category:

- Display the total number of orders placed in each product category.
- Useful for evaluating demand across different categories and prioritizing inventory.

5. Sales by Category and Sub-Category:

- Examine sales figures for each category and its sub-categories.
- Offers insights into which sub-categories contribute most to the overall sales within each category.

6. Sub-Category and Sales:

- Focus on sales performance of individual sub-categories.
- Useful for narrowing down on specific product groups and identifying top performers.

7. Sum of Sales in Every State:

- Visualize sales distribution across all states.
- Helps identify top-performing states and areas for potential growth or improvement in sales.