

10 Analytical Questions for Sales

- 1.** What are the total sales, profits, costs, and quantity for the selected year?
- 2.** What is the total profit generated by the business?
- 3.** What is the percentage change in profit compared to the previous year (Delta PY %)?
- 4.** Which are the top 5 products based on sales?
- 5.** Does it make a dynamic profit gauge meter (ration of costs and sales) and profit value color?
- 6.** How many units of products were sold by quantity?
- 7.** What is the contribution of each product category to total sales?
- 8.** What is the profit of each shipment mode from total sales?
- 9.** How does the sales trend over the previous year's sales?
- 10.** What is the average revenue generated per customer?