1. You need to calculate the monthly sales of the store and identify which month had the highest sales and which month had the lowest sales.

   The highest sales are in November month and the lowest sales in February month

   Monthly Sales Analysis

2. You need to analyse sales based on product categories and determine which category has the lowest sales and which category has the highest sales.
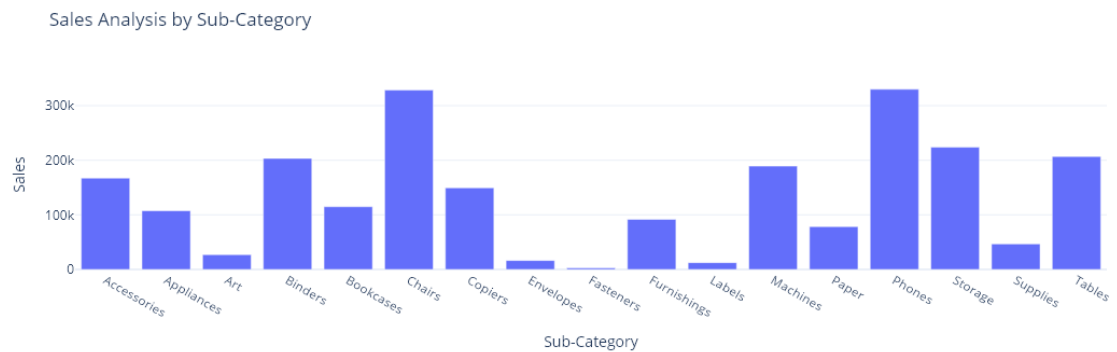
   The highest sales are by technology category with 36.4%

   The lowest sales are by furniture category with 32.2%
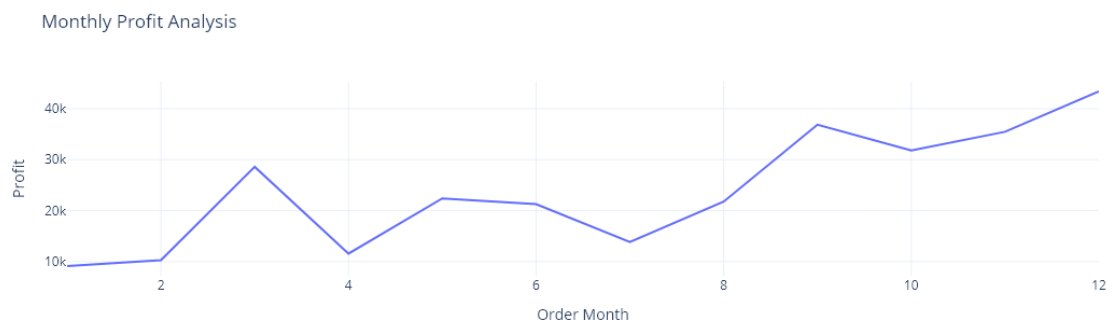
   Sales Analysis by Category

3. The sales analysis needs to be done based on sub-categories
   From subcategories phones are having the highest sales amount

Sales Analysis by Sub-Category

4. You need to analyse the monthly profit from sales and determine which month had the

   highest profit.

   December is the highest month for sales with profit value as RS. 43.36919k

   January is the lowest month for sales with profit value as RS. 9134

Monthly Profit Analysis

5. Analyze the profit by category and sub-category.
   Technology is the highest profit maker with 50.8%
   In subcategory copiers is making highest profit as Rs. 55.6k

Profit Analysis by Sub-Category
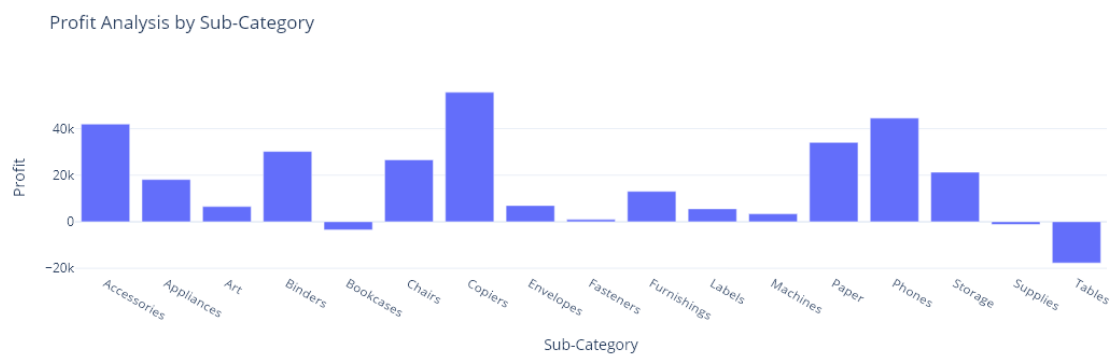
6. Analyze the sales and profit by customer segment
   Consumer > corporate > Home office

Sales and Profit Analysis by Customer Segment
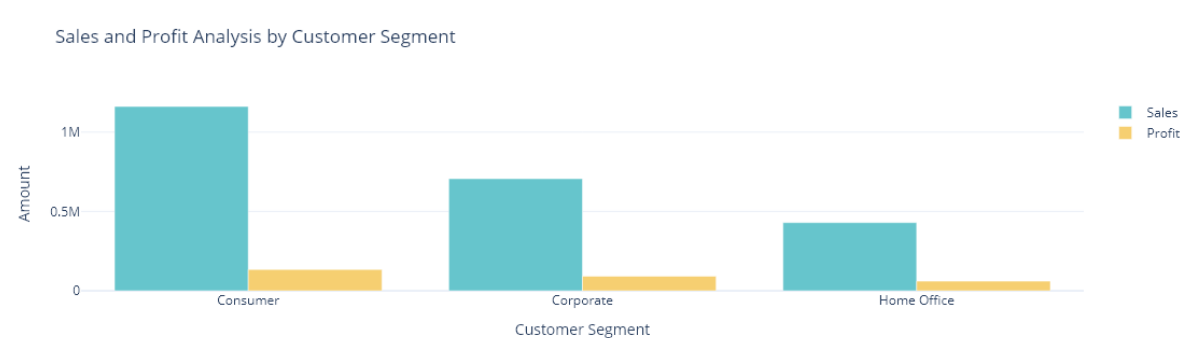
7. Analyze the sales to profit ratio

```
    segment      Sales_to_Profit_Ratio
0   Consumer          8.659471
1   Corporate         7.677245
2  Home Office        7.125416
```