

- 1) Which region generated the highest total sales during the reporting period, and what factors might have contributed to this?

**The West region recorded the highest total sales during the reporting period.**

- 2) How do total sales compare across different salespersons, and who were the top 3 performers?

**The top 3 performers were Charlie, Diana and Bob**

- 3) What are the monthly sales trends for each product category, and which product showed the most consistent growth?

**The phone showed more growth.**

- 4) Is there a significant difference in sales performance between regions in terms of units sold and revenue generated? **Yes**

- 5) Which products had the highest and lowest average unit prices, and how did this affect overall sales revenue? **The phone had the highest average unit prices while the Tablet had the lowest average unit.**

- 6) How do total sales and units sold fluctuate based on different combinations of region and product?

- 7) Which month experienced the highest total sales, and what product or region dominated during that month? **January experienced the highest total sales while the Laptop was the most sold product that month and in terms of Regions the North dominated during the month of January.**

- 8) If the company wants to assign bonuses based on top-performing salespersons and regions, what recommendations can be made based on this dataset? **The West region consistently recorded the highest total sales during the reporting period, while Alice was the top performing salesperson. We would recommend that the West and Alice should be given should bonus percentage for exceptional contribution to company revenue.**