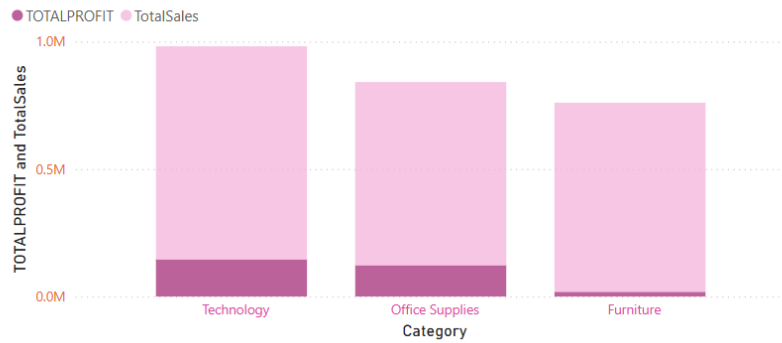


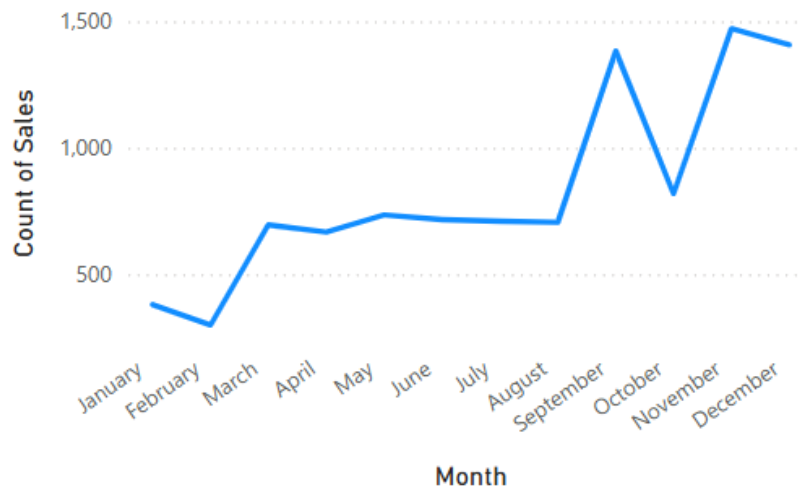
1) Which product categories contribute the most to overall sales and profit?

TOTALPROFIT and TotalSales by Category

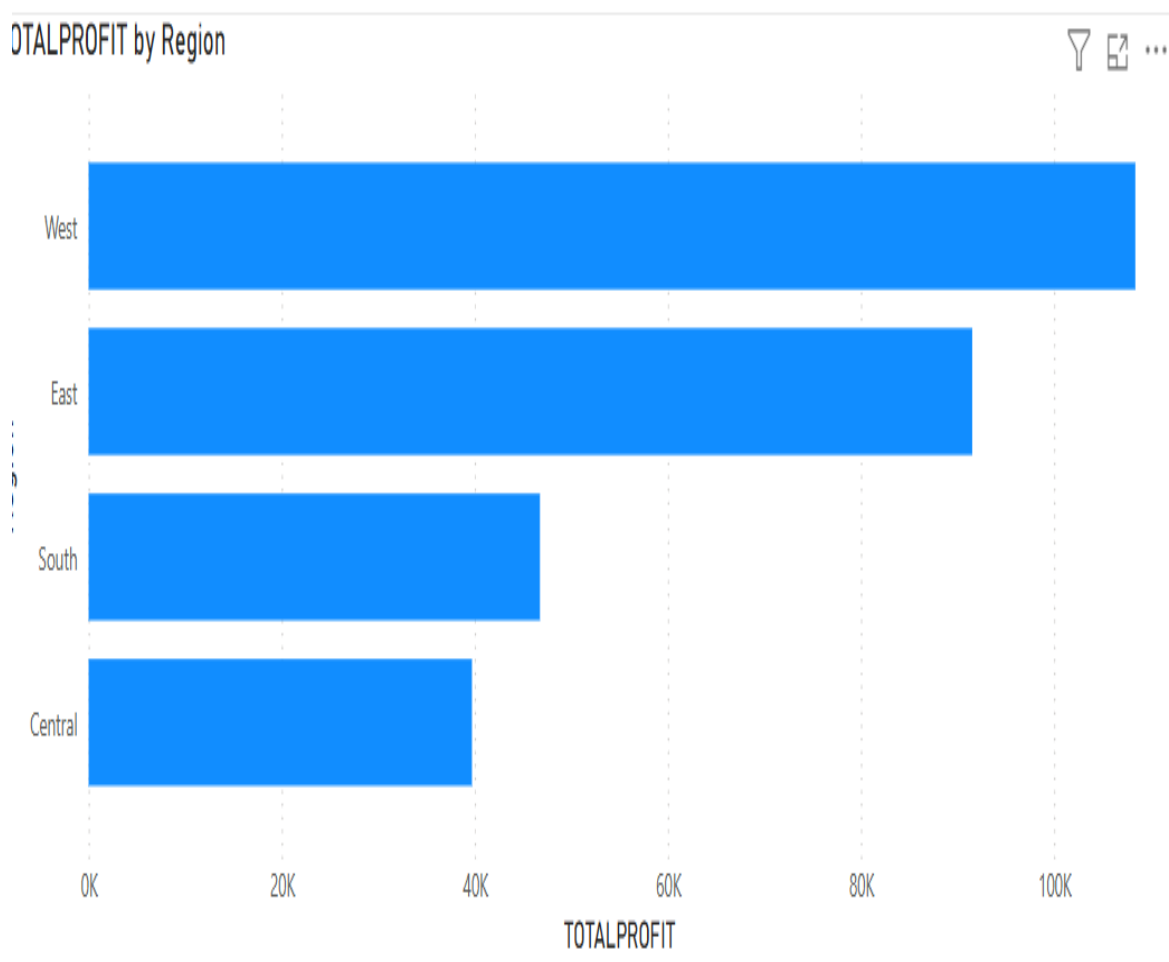


2. What is the monthly sales trend over time?

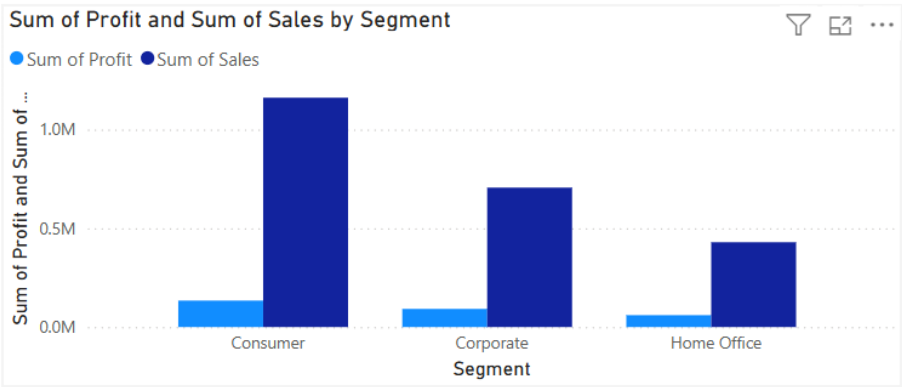
Count of Sales by Month



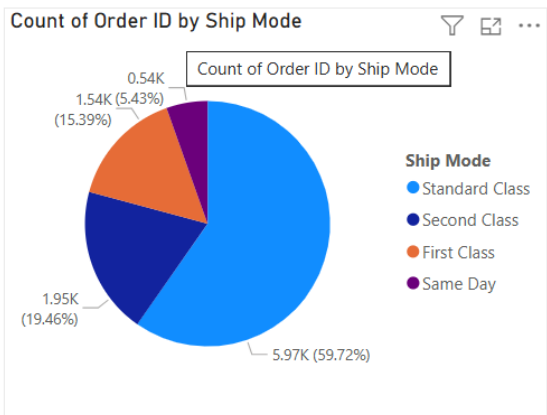
3) Which regions are most profitable and which are running at a loss?



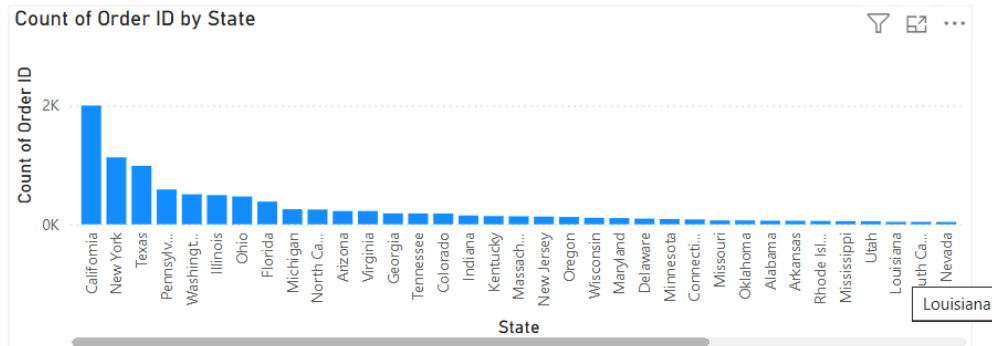
4. How do different customer segments perform in terms of sales and profitability?



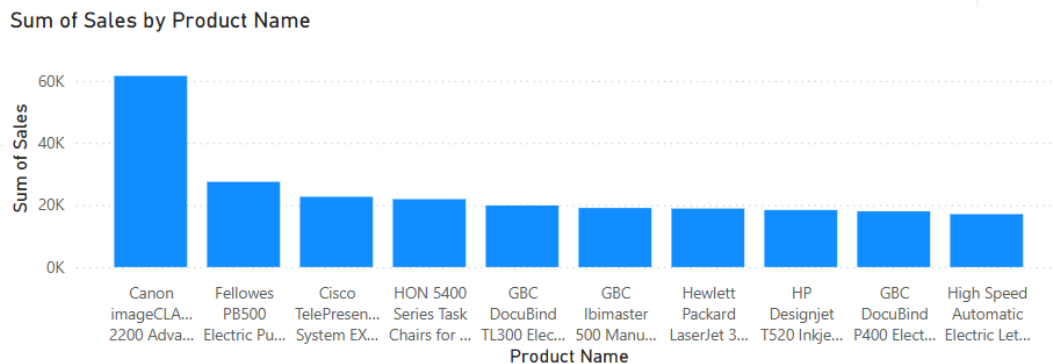
5) Which shipping modes are most used, and how do they impact delivery time and profit?



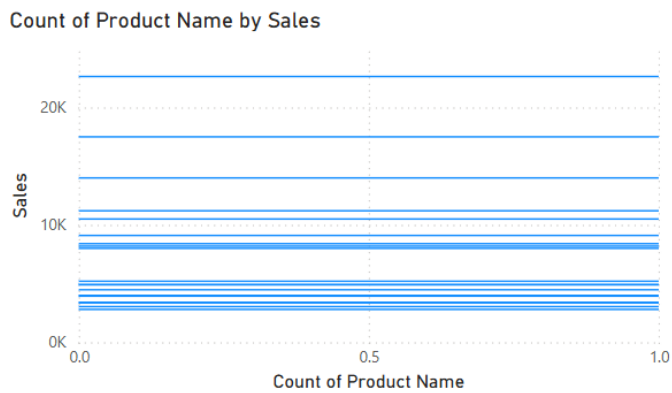
6) Which cities or states have the highest number of orders?



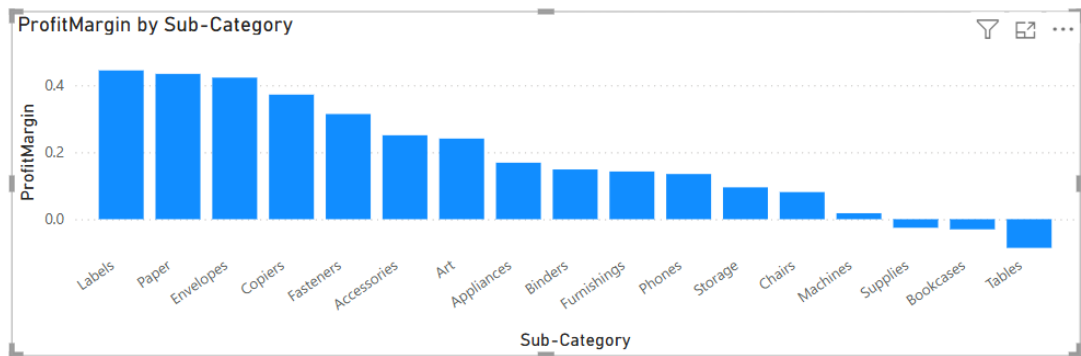
7) What are the top 10 products by sales?



8)How does discounting affect profitability?



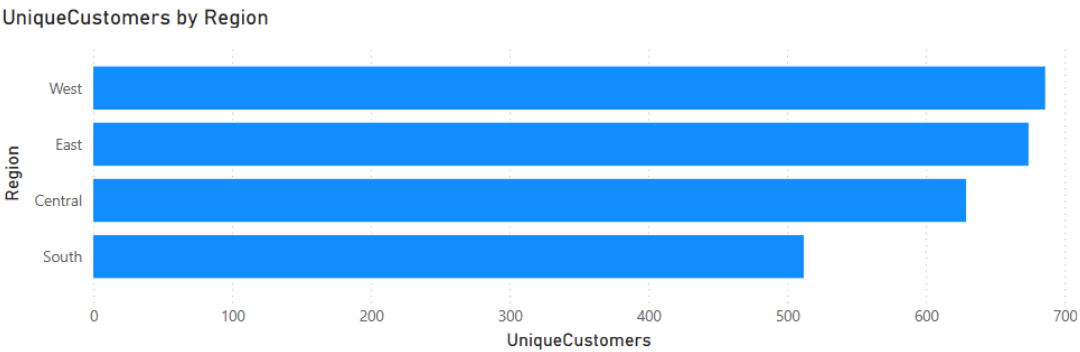
9)What's the profit margin by sub-category?



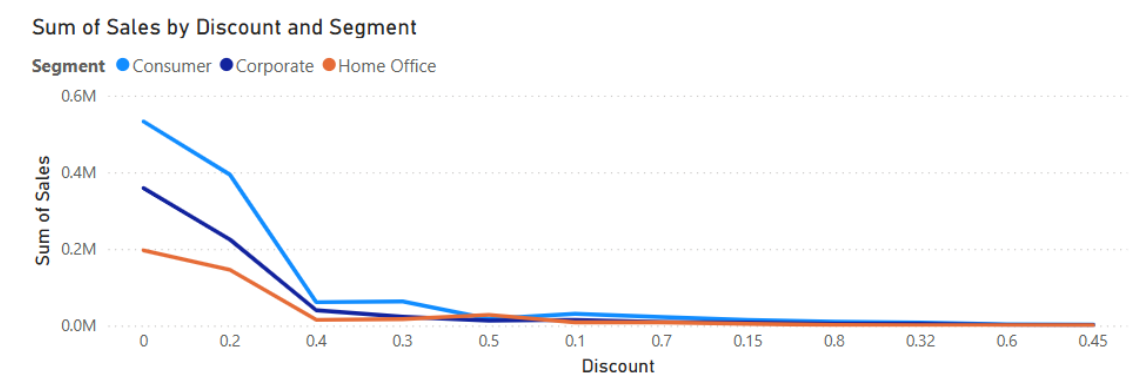
10)How do sales vary by segment and region combined?

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

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



12)Which segments respond best to discounts?



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

