

1. Calculate the monthly sales of the store and identify which month had the highest sales and which month had the lowest sales.
2. Analyze sales based on product categories and determine which category has lowest sales and which category has highest.
3. The sales analysis needs to be done based on sub categories.
4. Analyze the monthly profit from sales and determine which month had the highest profit.
5. Analyze the profit by category and sub-category.
6. Analyze the sales and profit by customer segment.
7. Analyze the sales to profit ratio.