1. **Sales Performance Trends**
   * How have sales and profit changed over time (monthly, quarterly, or yearly)?
   * Which months or quarters show peak sales performance, and which are underperforming?
2. **Top-Performing Products**
   * What are the top 10 products by sales and profit?
   * Which products have the highest and lowest profit margins?
3. **Customer Segmentation**
   * What are the main customer segments, and how do their purchasing behaviors vary in terms of sales and order frequency?
4. **Regional Performance**
   * Which regions or states contribute most to sales and profits?
   * Are there specific regions that consistently underperform, and what are the possible causes?
5. **Sales by Category and Sub-Category**
   * How do different product categories (e.g., Office Supplies, Technology) perform in terms of revenue and profitability?
   * Are there specific sub-categories driving sales or creating losses?
6. **Discount Impact**
   * How do discounts affect profit margins across different categories?
   * Is there a correlation between high discount levels and high sales volume?
7. **Customer Order Analysis**
   * What is the average order size (in terms of sales value) across different customer segments or regions?
   * How many repeat customers versus new customers are there, and how does this impact revenue?
8. **Profitability by Shipping Method**
   * Which shipping methods are used most often, and how do they impact overall profitability?
   * Are certain shipping methods more profitable or preferred by customers in specific regions?
9. **Sales and Profit by Sales Rep**
   * How do individual sales reps perform based on total sales and profit?
   * Are there sales reps who consistently exceed targets or face challenges?
10. **Inventory and Stock Levels**

* What are the inventory levels of high-selling products, and are there any stockout risks?
* How frequently are certain products reordered, and what are the restocking patterns?

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