Sales Analysis

	Preferences	Behaviour	Geographical details
Customer Analysis	Evaluate the Customer Engagement & preferences. Identify preferences in communication methods, such as phone or Email, which can influence customer engagement strategies.	Identify the repeat Customer & increase loyal Customers and Top Customers.	Explore the geographical distribution of customers. Identify regions with higher customer concentrations or potential areas for market expansion.
	Personal Details	**Performance Analysis**	**Employee Churn Analysis**
Employee Analysis	Analyse the composition of the workforce. Analyse employee titles, distribution across departments, and observe trends related to hiring dates	Tracks sales performance of individual employees or teams. Helps to identify top performers and areas for improvement.	Analyse why employees leave company and identify ways to reduce turnover. Looking at job satisfaction, compensation, and work-life balance.
	Orders Details	**ORDER PROFITABILITY ANALYSIS**	**Product Popularity**
Orders Analysis	Track sales trends over time using Order Date. Analyse Order ID, Shipped Date, and Freight to understand order processing efficiency and costs.	Calculate profitability of each order or product line. Helps identify areas to improve margins	Understand product popularity and sales patterns. Identify high-selling products, explore unit prices, and analyse the impact of discounts on sales.
	Profitability Analysis	**Inventory Analysis**	**Category Analysis**
Product & category Analysis	Calculate profitability of each product. Helps to identify products that aren't profitable and make decisions about whether to keep them in stock.	Analyse inventory levels and identify products requiring reordering. Evaluate the impact of discontinued products on overall sales.	Categorize products based on their nature. Explore the impact of product categories on sales and identify areas for diversification.
	Suppliers Details	**Delivery Time Analysis**	**Shipping cost Analysis**
Supplier & Shippers Analysis	Analyse the performance of shipping companies. Identify preferred shippers and analyse their efficiency in terms of order delivery.	Track delivery times of different shippers. Helps to identify reliable shippers and improve customer satisfaction.	Analyse the cost of shipping products to different customers or regions. Helps to identify ways to reduce shipping costs.