**Sahil Rao (**[**invsahilrao@gmail.com**](mailto:invsahilrao@gmail.com)**) Observations**

**Q1. Gross Sales & Net Sales wise Leading Country**

*Ans-> India is in Lead and then comes the USA , Canada*

**Q2. Which Brand has the best ROI i.e (highest) Sales to Spend ratio**

*Ans-> South Africa (SA) has the best ROI ( [net sales ] / [ total ad spent ]) and in 5th rank is USA*

**Q3. Country with Min Order Count**

*Ans-> Singapore has the least order count of 84 and highest is India with order count 3657*

**Q4. Country with Max Amount Spent in the month of May**

*Ans-> USA has the most amount of spend in month of may followed by SA and UAE*

**Q5. What is Return % Relative to Gross sales for each Brand**

*Ans-> Formula used was ( Return % = DIVIDE(Table1[Return Amount],Table1[Gross Sales], 0) \* 100) and according to that the result was Brand D (56.7%) and least was brand C ( 12.7%)*

**Q6. Montly Ad Amount Spent Vs Net Sales**

*Shown in the line chart and according to that sum of net sales has been decreased signifacently and the cost of total ad spend is increased*

**Q7. Brand wise highest Net Sales Country**

*Ans-> India has the highest net sales and gross sales and spent lesser in ad spent , although USA comes second but they spend more on ad than India*

**Q8. Country wise Total Sales vs Ad Amount Spent**

*Ans-> shown in combo chart*