

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 the lowest sales and which category has the highest sales.

3. Perform a detailed sales analysis 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.

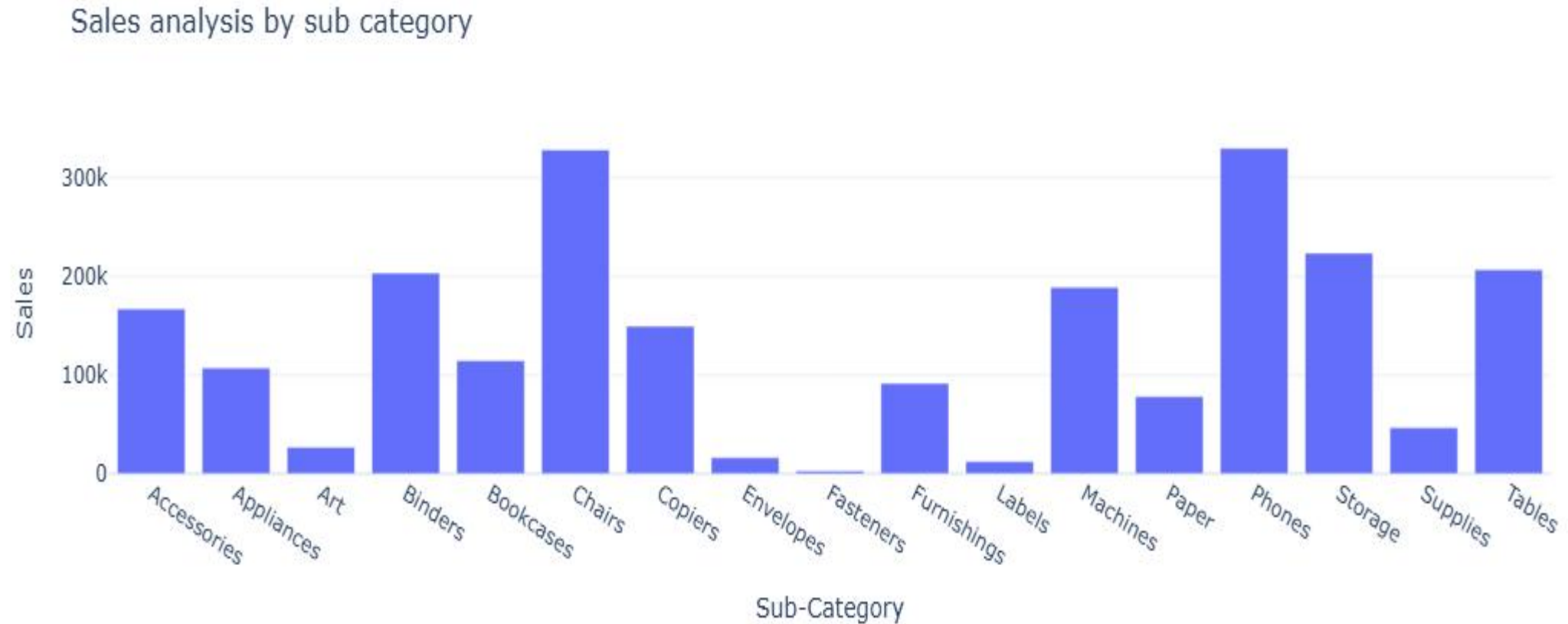
- Lowest sales February month - 59.75125k
- Highest Sales November month - 352.4611k



## Sales Analysis by Category



- Lowest sales by sub category - Fasteners - 3,024.28
- Highest Sales by sub category -Phones- 330.0071k



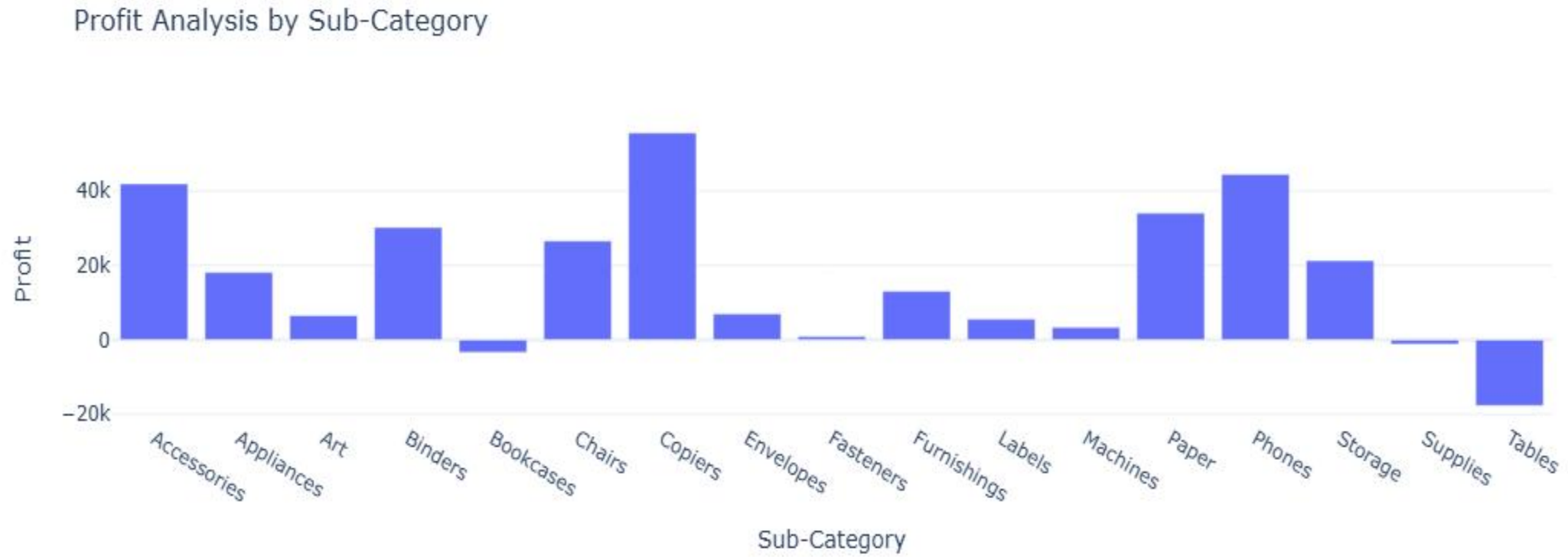
- Lowest Profit in January - 9,134.446
- Highest Profit in December - 43.36919k



## Profit Analysis by Category



- Lowest Profit by sub category – Tables= -17.72548k
- Highest Profit by sub category - Copiers - 55.61782k



Sales and Profit Analysis by Customer Segment





	Segment	Sales_to_Profit_Ratio
0	Consumer	8.659471
1	Corporate	7.677245
2	Home Office	7.125416

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