

Business Questions For Cosmetics Sales

- 1) What are the top 5 best-selling products by revenue?
- 2) How do sales vary by month and season?
- 3) Which city or branch performs best?
- 4) What is the most profitable category?
- 5) How much revenue is generated during discount campaigns?
- 6) How can we increase our sales?
- 7) What are the total sales, profit and quantity?