

Assignment

You have been given a data set to analyse and answer the following questions:

Question 1 : (30 marks)

Sales Analysis:

Part 1: Sales and Profitability Analysis

- Merge the List of Orders and Order Details datasets on the basis of Order ID. Calculate the total sales (Amount) for each category across all orders.
 - For each category, calculate the average profit per order and total profit margin (profit as a percentage of Amount).
 - Identify the top-performing and underperforming categories based on these metrics. Also, suggest reasons for their performance differences.
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Part 2: Target Achievement Analysis

- Using the Sales Target dataset, calculate the percentage change in target sales for the Furniture category month-over-month.
 - Analyse the trends to identify months with significant target fluctuations. Suggest strategies for aligning target expectations with actual performance trends.
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Part 3: Regional Performance Insights

- From the List of Orders dataset, identify the top 5 states with the highest order count. For each of these states, calculate the total sales and average profit.
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- Highlight any regional disparities in sales or profitability. Suggest regions or cities that should be prioritized for improvement

