### **1. What is the total sales revenue for the dataset?**

### **(133.61bn)**

### **2. What is the average revenue per order (Average Order Value)?**

### **(1.3M)**

### **3. Which region generates the highest total revenue?**

### **( Sub-Saharan Africa)**

### **4. Which product category generates the highest profit?**

### **( Cosmetics)**

### **5. How has sales revenue changed year-over-year?( How has sales revenue changed year-over-year?(**

### **2010: 17,529bn**

### **2011:17,519bn**

### **2012:17,623bn**

### **2013:17,805bn**

### **2014:17,869bn**

### **2015:17,791bn**

### **2016:17,464bn**

### **2017:10,002bn is the lowest**

### **6. Which sales channel (Online or Offline) contributes the most revenue?( Online 50.4%) but the precentage of them is close**

### **7. What is the average number of units sold per order?**

### **(5k)**

**8: What is the profit margin for the selected product category?**

**(29.5%)**

**9: What is the average order value (AOV) for this period?**

**(1.33M)**

**10: Which region generated the highest profit?**

**(Sub-Saharan Africa)**

**11: How many units were sold across all regions?**

**(500M)**

**12: What is the total number of units sold for the top 5 products (by sales)?**

**1. Household (41M)**

**2. Office supplies (42M)**

1. **Cosmetics (42m)**
2. **Meat(42M)**
3. **Baby Food (42M)**

**13: Which product category has the highest sales volume? (Household (3.73bn))**

**14: What is the profit margin for the top 5 products (by profit)?**

1. **Cosmetics (39.77%)**
2. **Household (24.80%)**
3. **Office supplies (19.39%)**
4. **Baby Food (37.55%)**
5. **Cereal (43.07%)**