**Task 2:  
Questions: Determine all possible analysis questions that can be deducted from the given dataset and would be of interest to the organization’s decision makers, e.g., what is the impact on products category and regions on sales performance?**

1. What is the impact of product categories on sales performance?
2. How do sales vary across different regions?
3. What is the sales performance based on different ship modes?
4. Which customer segments generate the highest sales?
5. How do sales trends vary over time?
6. What are the top-performing cities in terms of sales?
7. What are the most popular product sub-categories by sales?
8. How does sales performance vary across different states?
9. What are the average sales per order in different customer segments?
10. How do sales compare between corporate and consumer segments over different time periods?  
      
    **SQL Queries:**

1**. Impact of Product Categories on Sales Performance SQL query:**  
SELECT Category, SUM(Sales) as Total\_Sales

FROM sales\_data

GROUP BY Category

ORDER BY Total\_Sales DESC;

**2. Sales Variation Across Different Regions SQL query:**

SELECT Region, SUM(Sales) as Total\_Sales

FROM sales\_data

GROUP BY Region

ORDER BY Total\_Sales DESC;

**3. Sales Performance Based on Different Ship Modes SQL query:**

SELECT Ship\_Mode, SUM(Sales) as Total\_Sales

FROM sales\_data

GROUP BY Ship\_Mode

ORDER BY Total\_Sales DESC;

**4. Customer Segments Generating the Highest Sales SQL query:**

SELECT Segment, SUM(Sales) as Total\_Sales

FROM sales\_data

GROUP BY Segment

ORDER BY Total\_Sales DESC;

**5. Sales Trends Over Time SQL query:**

SELECT strftime('%Y-%m', Order\_Date) as Order\_Month, SUM(Sales) as Total\_Sales

FROM sales\_data

GROUP BY Order\_Month

ORDER BY Order\_Month;

**6. Top-Performing Cities in Terms of Sales SQL query:**

SELECT City, SUM(Sales) as Total\_Sales

FROM sales\_data

GROUP BY City

ORDER BY Total\_Sales DESC

LIMIT 10;

**7. Most Popular Product Sub-Categories by Sales SQL query:**

SELECT Sub\_Category, SUM(Sales) as Total\_Sales

FROM sales\_data

GROUP BY Sub\_Category

ORDER BY Total\_Sales DESC;

**8. Sales Performance Across Different States SQL query:**

SELECT State, SUM(Sales) as Total\_Sales

FROM sales\_data

GROUP BY State

ORDER BY Total\_Sales DESC

LIMIT 10;

**9. Average Sales Per Order in Different Customer Segments SQL query:**

SELECT Segment, AVG(Sales) as Avg\_Sales\_Per\_Order

FROM sales\_data

GROUP BY Segment

ORDER BY Avg\_Sales\_Per\_Order DESC;

**10. Comparison of Sales Between Corporate and Consumer Segments Over Time SQL query:**

SELECT strftime('%Y-%m', Order\_Date) as Order\_Month, Segment, SUM(Sales) as Total\_Sales

FROM sales\_data

GROUP BY Order\_Month, Segment

ORDER BY Order\_Month, Segment;