**PROBLEM STATEMENT**

Urban Nomad Clothing Company is dedicated to delivering a carefully curated range of apparel and lifestyle wear designed for the modern adventurer.

As the CEO of this dynamic fashion enterprise, I seek your expertise to help our merchandising teams. Your role will involve analysing sales performance and creating a detailed financial report for the entire organization.

**CASE STUDY PROBLEMS**

1. What was the total quantity sold for all products?

2. What is the total generated revenue for all products before discounts?

3. What was the total discount amount for all products?

4. How many unique transactions were there?

5. What are the average unique products purchased in each transaction?

6. What is the average discount value per transaction?

7. What is the average revenue for member transactions and non-member transactions?

8. What are the top 3 products by total revenue before discount?

9. What are the total quantity, revenue and discount for each segment?

10. What is the top-selling product for each segment?