Dear Data Team,

I trust this email finds you well.

The team wants to gain some insights into our performance over the past year. To facilitate this, we are seeking access to an interactive dashboard that can provide us with comprehensive and informative insights into our sales data.

**Business Questions to Answer.**

Generic Questions:

1. How many unique cities does the data have?
2. How many unique categories does the data have?

Product:

1. How many unique sub-category does the data have?
2. What is the highest-selling category?
3. What is the highest-selling sub-category?
4. What is the total sales by Segment?
5. What is the city with the largest revenue?
6. What is the most selling product?
7. Fetch each product line and add a column to those product lines showing "Good", "Bad". Good if it's greater than average sales.
8. Sales
9. What is the number of orders made per month, and which month has the highest number of orders?
10. Which of the ship modes brings in the most revenue?
11. Which Region has the lowest sales?
12. What is the average pay for the customers in California, New York, and Texas?

Customer

1. How many unique customer types does the data have?
2. What segment of the customer has the highest count of orders?

Thank you for your attention to this matter. We look forward to leveraging this resource to drive our sales strategy in the coming year.

Best regards,