

Key Insights from the Analysis

- 1. REGIONAL SALES AND PROFITABILITY**
 - * TOP REGIONS BY SALES
 - * SALES GROWTH OVER TIME
- 2. CUSTOMER SEGMENTS AND PROFIT**
 - * PROFIT BY SEGMENT
 - * AVERAGE SALES BY SEGMENT
- 3. CATEGORY AND SUB-CATEGORY PERFORMANCE**
 - * TOTAL SALES BY CATEGORY
 - * LEAST PROFITABLE SUB-CATEGORIES
- 4. DISCOUNT IMPACT ON PROFIT**
 - * RELATIONSHIP BETWEEN DISCOUNT AND PROFIT
 - * SUM OF DISCOUNT BY REGION
- 5. ORDER DYNAMICS AND SEASONALITY**
 - * TOTAL NUMBER OF ORDERS PER MONTH
- 6. SHIPPING MODES AND PROFIT**
 - * PROFIT BY SHIPPING MODE
- 7. PRODUCT-LEVEL PROFITABILITY**
 - * MOST PROFITABLE PRODUCTS BY REGION
 - * LEAST PROFITABLE PRODUCTS