

Business Questions

Profitability Analysis –

- Q.1 Which products generate the highest total profit?
- Q.2 Which products have negative profit?
- Q.3 Which category have high sales but low profit?
- Q.4 Which categories have high revenue but low margins?
- Q.5 What % of total profit comes from top 20% products?
- Q.6 Which regions are least profitable?
- Q.7 Customer Segment contribute most to profit?

Discount Optimization Analysis –

- Q.1 What is the average discount per product?
- Q.2 Which products are over-discounted?
- Q.3 Does higher discount always mean higher sales?
- Q.4 Which customers take high discounts but give low profit?

Loss & Risk Analysis –

- Q.1 loss making orders
- Q.2 Discount Levels Causing Maximum Loss