**Questions:**

1. **Sales Trends**:
   * How do monthly or yearly sales trends vary across different regions?
   * What is the relationship between discount percentages and sales volume over time?
2. **Customer Segments**:
   * Which segment (Consumer, Corporate) contributes the most to revenue?
   * How does shipping mode preference differ across customer segments?
3. **Geographical Insights**:
   * Which states or cities generate the highest revenue?
   * Are there regional differences in product category preferences?
4. **Shipping Efficiency**:
   * How does the choice of shipping mode (e.g., Standard Class, Second Class) impact order delivery time or sales performance?

Visualizations based on KPIs (Questions) using Tableau

