**Problem Statement :**

Global Mart Inc. is one of the world’s largest retail chain having presence across 50 countries and 200 markets. It majorly deals in products across Furniture, Office Supplies & Technology.

With ever growing business, the management has identified a strong need to track their day-to-day operations. In order to take better decisions, they would like to have a centralized dashboard which would help them answer a lot of questions about their business. You being the favoured analytics provider, have interviewed various stakeholders at Global Mart to identify below important questions :

1. What is the total sales this month?
2. What is the sales trend MoM for last 3,6 and 12 months?
3. Does the sales show any seasonality YoY?
4. Which category is selling more?
5. Which sub-categories within a chosen category are selling more?
6. Which are the top 10/bottom 10 states by sales?
7. Which are the top 10 states by cost of shipping?
8. Which states have the highest % of profitable customers?
9. Which are the top 10 fastest/slowest moving products?
10. Which vendors should we continue working with?
    * What % of deliveries of vendors have good ratings?
11. Which vendors need to be warned about their delivery performance?
    * What % of deliveries of vendors have bad ratings?
12. Which vendors have high rate of on or before time deliveries?
13. Which vendors have high rate of delayed deliveries?
14. Which vendors are most consistent in deliveries (consistently good or bad) in last 6 months)
15. What % of high priority orders are getting delayed?
16. Which are the top 10 states by #customers ordering from?
17. Which region exhibits most repeat orders?
18. Which are the top 10 states by sale of high ticket items?
19. Which categories/sub-categories are showing highest returns?
20. Are returns high in high-ticket or low-ticket items?
21. Is late delivery a possible cause of high returns?
22. Which states show highest/lowest cost of serving customers?
23. Which region has highest cost to sales ratio?
24. What is the MoM trend of returns/cost to sales ratio/shipping costs?