

What I (Client) Want You to Find — Key Questions / Deliverables

When you work on this dataset and send me the results, I want your report (in Excel) to answer:

1. Overall Sales & Profit Summary

Total number of orders, total sales revenue, total profit.

Average order value, average profit per order.

2. Top & Bottom Products / Categories

Which product categories generate the highest sales volume? Which generate the highest profit?

Which products have low profit or even losses?

3. Time-based Trends & Seasonality

Monthly / quarterly / yearly sales trends (e.g. identify busy months vs slow months).

Seasonal peaks or dips — are there months where sales consistently go up or drop?

4. Region / Location Analysis (if dataset has region / store / state / city info)

Which regions / state contribute most to sales and profit.

Are there underperforming regions that need marketing / promotion / re-evaluation.

5. Customer Segmentation / Behaviour Analysis (if possible)

Identify loyal customers or high-value customers (e.g. frequent buyers, high spenders).

See which segment give most sales and profit ? which segment is less profitable and have low sales

6. Discount & Profitability Analysis

Check if applying discounts reduces or increases net profit. Maybe high discount → high volume but lower profit per unit — is that good or bad?

Recommend whether to continue discounts, or fine-tune discount strategy.

7. Actionable Recommendations for Business

Based on above findings — which products to push/promote, which to de-emphasize or stop.

When to plan marketing promotions (seasonality).

How to target top customers (loyal / high spenders) or regions.

Inventory planning suggestions (e.g. stock more of high-demand items, plan around peaks).