

Letter 1: Key Business Questions to Be Answered from the Dataset

To: Borromean

From: Zhile Wu, Data Analyst

Subject: Strategic Questions for Business Opportunity Discovery – Superstore Dataset

Dear Borromean Leadership,

As part of our mission to uncover promising business opportunities through data, I have examined the Superstore dataset and identified several critical questions that, once answered, can drive smarter decision-making across sales, marketing, and operations.

Here are the six key questions I've posed:

1. **Which product subcategories are driving the most profit?**
2. **How do different discount levels affect profit margins across our product portfolio?**
3. **What are the most frequently purchased individual products, and how can we capitalize on them?**
4. **What trends exist in monthly profit, and are there seasonal opportunities or losses to address?**
5. **Which shipping methods generate the best balance of volume and profitability?**
6. **Who are our most valuable customers, and how might we better serve and retain them?**

Each question is backed by structured SQL analysis and aligns with our goal of developing actionable, data-driven business strategies. The insights generated will inform decisions related to pricing, logistics, marketing campaigns, and customer retention.

I look forward to sharing my findings and discussing how to translate them into growth-oriented initiatives. My answers to those questions can be found in Letter 2: Insights and Answers to Strategic Questions.

Sincerely,
Zhile Wu
DBA Team