

# ANALYTICS

**What is the best-selling category overall? How has sales by category changed over time? Are there any seasonal trends in category sales?**

From the chart, it appears that Technology is the best-selling category, followed by Furniture and Office Supplies. Sales appear to be increasing over time for all categories. There could be seasonal trends, but more data points would be required to confirm.

**What is the overall sales trend? Has profit increased or decreased over time? What was the most profitable year?**

Overall sales appear to be trending upwards. It is difficult to say definitively from this chart whether profit has increased or decreased over time. 2017 appears to be the most profitable year based on the data shown.

**Which state has the highest sales? How has sales by state changed over time? Are there any regional trends?**

It is difficult to say definitively which state has the highest sales based on this chart. However, Furniture appears to be the leading state. More data points would be required to see trends over time.

**How has the number of customers changed over time? Which category has the most customers?**

Customer count appears to be trending upwards. It appears that Technology has the most customers, but it is difficult to say for sure from this chart.