**### Case Study Questions**

\*Objective:\* To evaluate the performance of a retail company’s sales across different regions and product categories over the past year.

"\*How can we analyze and visualize the performance of our retail sales across different regions and product categories to identify trends, regional performance, and the most profitable product categories?\*

1. \*Sales Performance by Category\*:

What are the total sales for each product category, and how do they compare against each other?

2. \*Monthly Sales Trends\*:

How have monthly sales figures changed over the past year? Are there any noticeable trends or seasonal patterns?

3. \*Profitability by Region\*:

Which regions are the most profitable? What percentage of total profits does each region contribute?

4. \*Customer Segmentation\*:

How do sales vary across different customer segments (e.g., Corporate, Home Office, Consumer)? Which segment contributes the most to overall sales?

5. \*Product Sales Distribution\*:

What is the distribution of sales among the top 10 products? How much do they contribute to total sales compared to other products?

6. \*Sales by Shipping Mode\*:

What proportion of sales comes from each shipping mode (e.g., Standard, Express)? Does shipping mode affect the average profit?

7. \*Discount Impact on Sales\*:

How do discounts affect sales volume? Is there a correlation between discount rates and sales performance?

8. \*Returns Analysis\*:

What percentage of total sales results in returns? How do returns vary by product category or region?