**Project sales report**

Here are **15 analytical questions** you can explore with your dataset in RStudio. These questions are designed to cover different statistical, exploratory, and visualization techniques.

**General Analysis**

1. **What is the total sales revenue and total profit for the dataset?**
   * Summarize the Sales and Profit columns.
2. **What is the average discount given across all orders?**
   * Analyze the Discount column.
3. **How does the quantity of products sold vary across categories?**
   * Group by Category and calculate total Quantity.
4. **What are the top 5 most profitable products?**
   * Rank Product.Name by total Profit.

**Time-Based Analysis**

1. **What is the trend of sales over time?**
   * Aggregate Sales by Order.Date (monthly or yearly) and create a line plot.
2. **Which month has the highest sales?**
   * Extract months from Order.Date and calculate total Sales by month.
3. **How does the average delivery time (difference between Order.Date and Ship.Date) vary by region?**
   * Calculate delivery time and group by Region.

**Customer and Segment Analysis**

1. **Who are the top 5 customers by total sales?**
   * Rank Customer.Name by total Sales.
2. **How do sales and profit vary across customer segments?**
   * Group by Segment and calculate total Sales and Profit.
3. **What is the average profit margin (Profit/Sales) across customer segments?**
   * Group by Segment and compute the average profit margin.

**Geographical Analysis**

1. **Which state generates the most sales?**
   * Group by State and calculate total Sales.
2. **How do sales and profit compare across regions?**
   * Group by Region and calculate total Sales and Profit.
3. **What are the top 5 cities by sales revenue?**
   * Rank City by total Sales.

**Product and Category Analysis**

1. **Which sub-category has the highest profit?**
   * Group by Sub.Category and calculate total Profit.
2. **How does discount affect profit across product categories?**
   * Group by Category and analyze the relationship between Discount and Profit.

**Next Steps**

These questions can guide your analysis and help you explore the dataset systematically. For each question, I can provide the necessary R code and visualizations. Let me know which one you’d like to start with! 😊

Here are **15 statistics-based questions** formulated using your dataset. These questions focus on applying statistical formulas, calculations, and concepts in R.