

1. Show the total revenue generated from each state in 2015.

Informu management team know which state to focus on, where marketing target to .

2. What is average payment period for our customers?

Informu could know how long in average it takes to collect cash from customers. From the moment they ordered to when the business collect cash.

3. What is our shipping ability for  $\mu$  tag in terms of day on average?

Informu wants to know how long it take from receiving the order, to ship the order from warehouse, to arrive customer's home.

4. Who are the top 3 employees in terms of revenue growth from 2015 to 2016.

Informu management team wants to know which employees grow the revenue the most in the last year. Then, the management team can reward them.

5. How long the inventory will last in terms of days?

Informu management team want to know if they need to add more inventory now. It's based on the past 12 month average sales of  $\mu$  tag.