

**Total Sales and Returns:**

- What is the total revenue generated
- What is the total cost of goods sold
- What is the total profit
- What is the total number of items sold?
- What is the total number of items returned?
- What is the overall return rate?

**Sales Trends Over Time:**

- How have total sales (revenue and quantity) trended month-over-month throughout the year?
- Which months had the highest and lowest sales?

**Top Products and Categories:**

- What are the top 5 best-selling products by quantity sold?
- What are the top 5 products generating the most revenue?
- What are the top 5 product categories by revenue and quantity sold?
- What is the average Sales Price and Cost Price per product category?

**Product Profitability:**

- Which products or categories have the highest profit margins
- Identify the top 5 most profitable products.

**Top Customers:**

- Who are our top 5 customers based on the total revenue they generated?
- How many unique customers do we have?

**Customer Demographics:**

- What is the distribution of sales by customer Gender?
- Which Location (state) generates the most sales?
- What is the distribution of our customer base by Location?

**Store Performance vs. Targets:**

- What are the total actual sales (revenue) for each store for each month?
- Compare the actual monthly sales against the Monthly Target for each store. Which stores met or exceeded their targets? Which fell short?
- Calculate the percentage of target achieved for each store

- Identify the top 3 and bottom 3 performing stores based on target achievement.
  - What is the total revenue generated by each Payment Method?
- **How do sales and returns vary by month?**
- **Is any store consistently underperforming vs. its target?**