**Superstore Sales Analysis Demonstration**

1. **What are total sales and total profits of each year**
2. **What region generates the highest sales and profits**
3. **What state and city brings in the highest sales and profits**
4. **The relationship between discount and sales and the total discount per category**
5. **What category generates the highest sales and profits in each region and state**
6. **What subcategory generates the highest sales and profits in each region and state**
7. **What are the names of the products that are the most and least profitable to us?**
8. **What segment makes the most of our profits and sales**
9. **How many customers do we have (unique customer IDs) in total and how much per region and state?**
10. **Customer rewards program**