To enhance Customers loyalty

- What Is the Most ship mode used by our customer?
- Who are our top ten customer in terms of sales?
- Also we want to know our top 10 customers in terms of order frequency?

To monitor our strength and weak point?

- Which of segment of clients generates the most sales by catogary?
- Which city has the most sales Value?
- Which state has the most sales value percentage by region?

Performance Measurement

- What are the top performing of Product categories in term of sales and profit?
- What the Most portable product that we sell?

Customers experience

- On average how long it takes the orders to reach our clients?
  - Based on each shipping mode