1. Which product categories contribute the most to overall
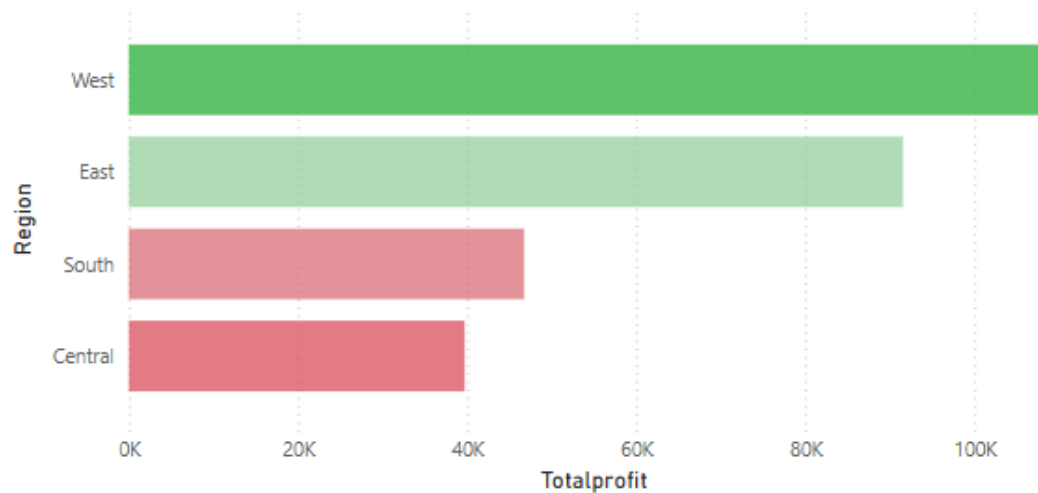
Totalprofit and TotalSales by Category

● Totalprofit ● TotalSales
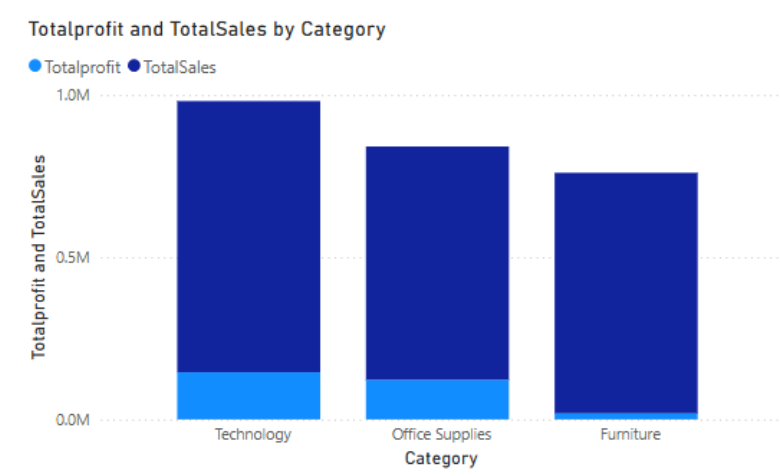
2. What is the monthly sales trend over

TotalSales by Month
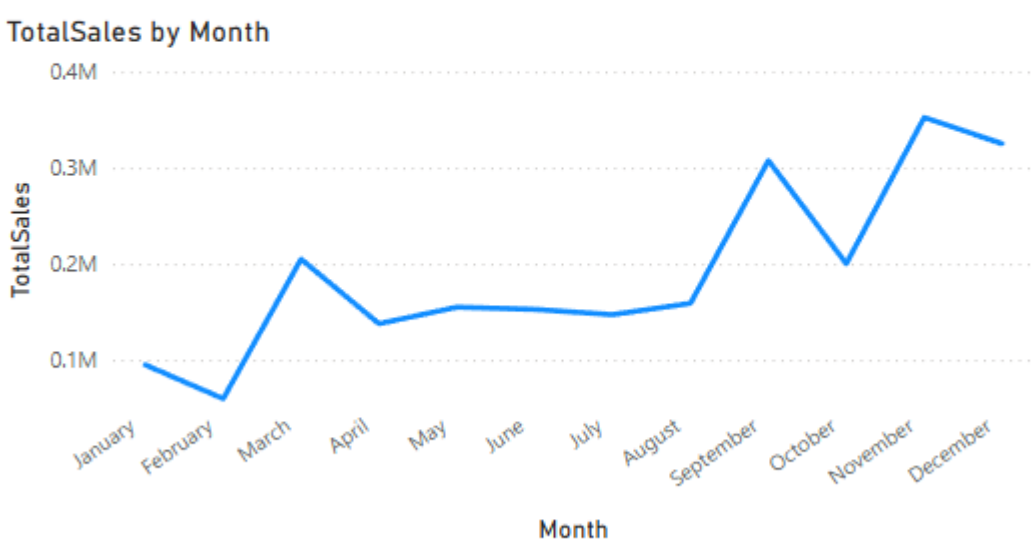
3. Which regions are most profitable and which are running at a loss?

Totalprofit by Region

Totalprofit 0.04M ▬ 0.11M
0.07M

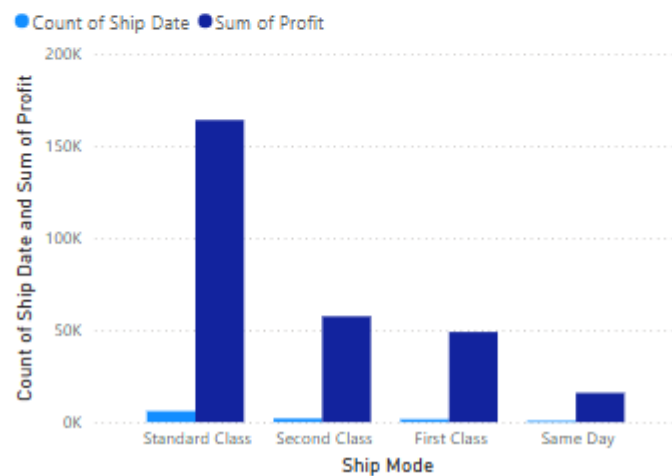| Region	Totalprofit
West	~108K
East	~92K
South	~47K
Central	~40K

Totalprofit (0K, 20K, 40K, 60K, 80K, 100K)

4. How do different customer segments perform in terms of sales and profitability?

Segment	Totalprofit	TotalSales
Consumer	57451	362881
Corporate	34437	225855
Home Office	16530	136722
Total	**108418**	**725458**

Region

- ☐ Central
- ☐ East
- ☐ South
- ■ West
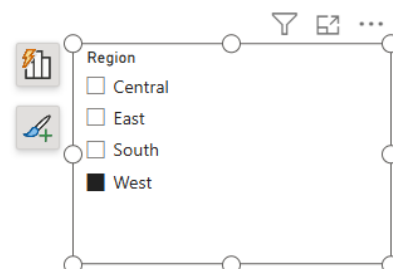
5. Which shipping modes are most used, and how do they impact delivery time and profit?
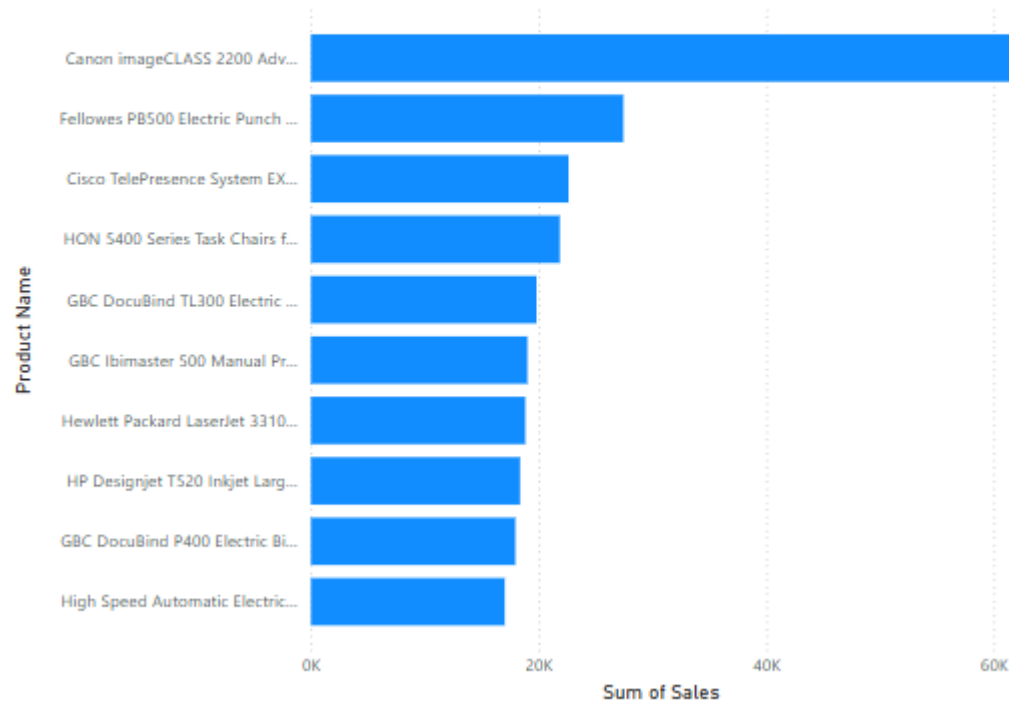
Count of Ship Date and Sum of Profit by Ship Mode

● Count of Ship Date ● Sum of Profit

6. Which cities or states have the highest number of orders?

distinctorderid by State

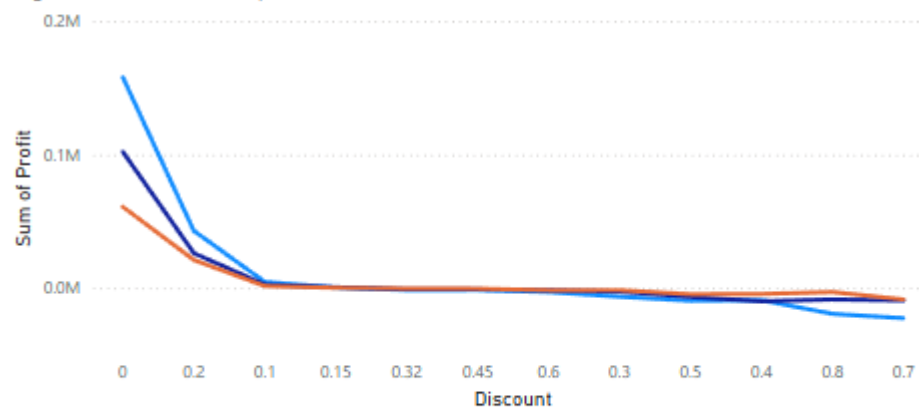# 7. What are the top 10 products by sales?

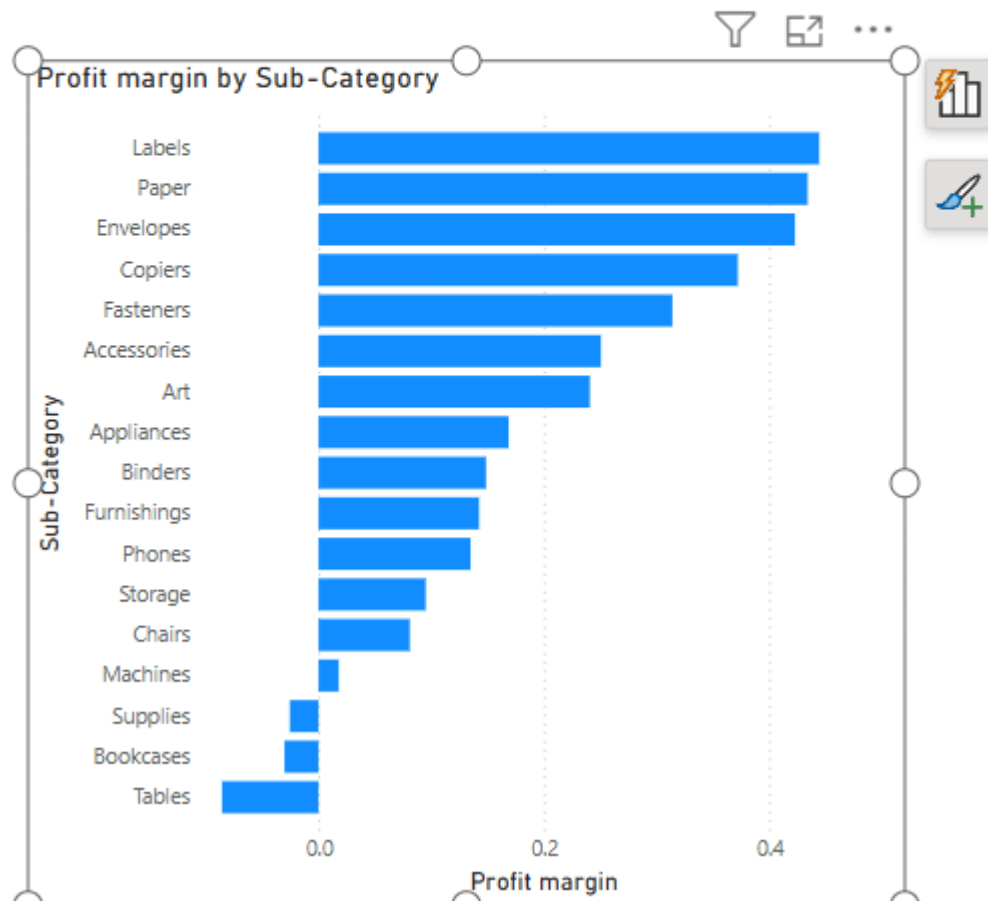### Sum of Sales by Product Name

8. How does discounting affect profitability?

Sum of Profit by Discount and Segment

Segment ● Consumer ● Corporate ● Home Office

9. What's the profit margin by sub-category?

Profit margin by Sub-Category

10. How do sales vary by segment and region combined?

Segment	Central	East	South	West	Total
Consumer	2,52,031.43	3,50,908.17	1,95,580.97	3,62,880.77	11,61,401.35
Corporate	1,57,995.81	2,00,409.35	1,21,885.93	2,25,855.27	7,06,146.37
Home Office	91,212.64	1,27,463.73	74,255.00	1,36,721.78	4,29,653.15
Total	5,01,239.89	6,78,781.24	3,91,721.91	7,25,457.82	22,97,200.86

11. How many unique customers do we serve by region or segment?

Region	Consumer	Corporate	Home Office	Total
Central	328	180	121	629
East	344	206	124	674
South	276	152	84	512
West	358	204	124	686
Total	409	236	148	793

12. Which segments respond best to discounts?

Sum of Sales by Discount and Segment

Segment ● Consumer ● Corporate ● Home Office
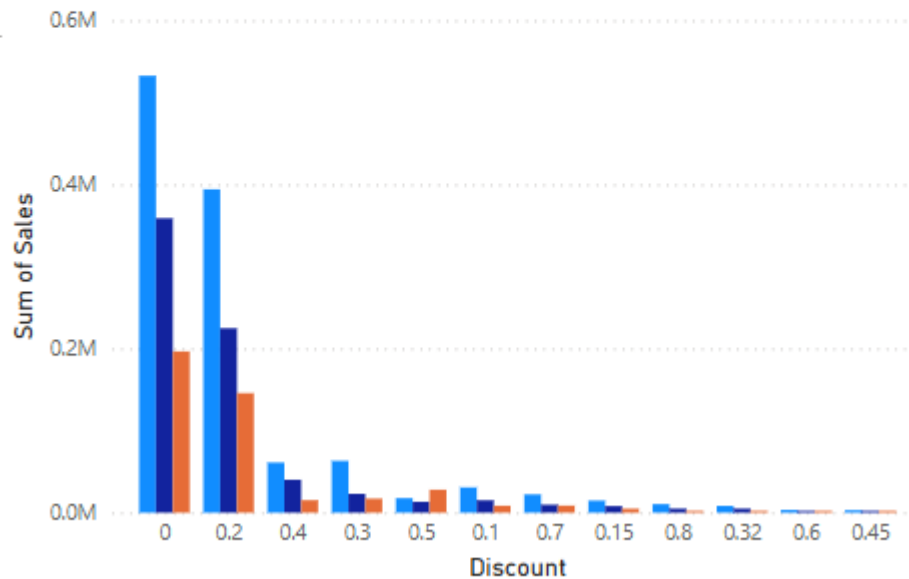
13. What is the current total profit compared to last month?

Sum of Profit by Order Date

101.54