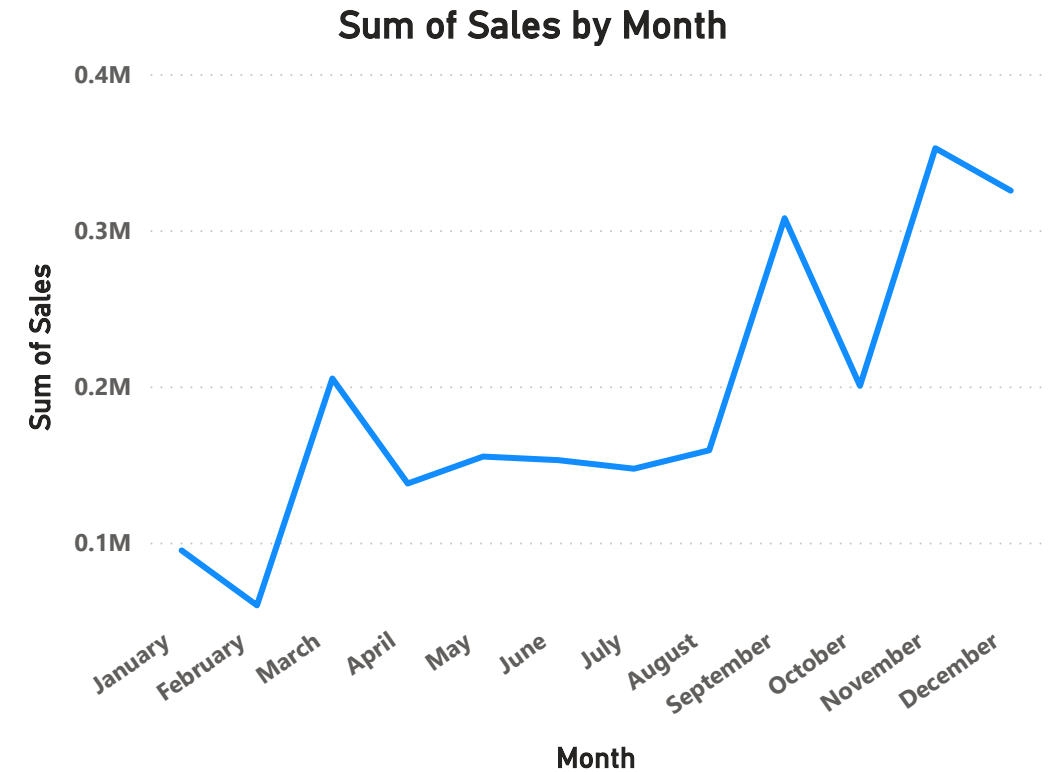
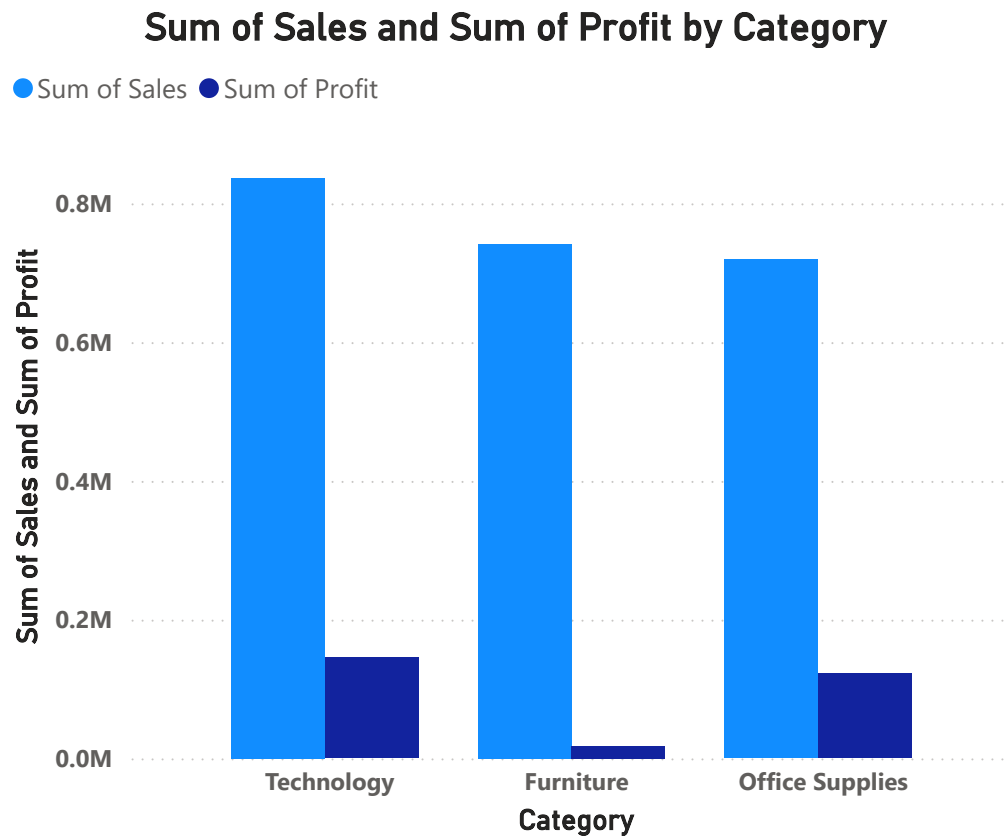


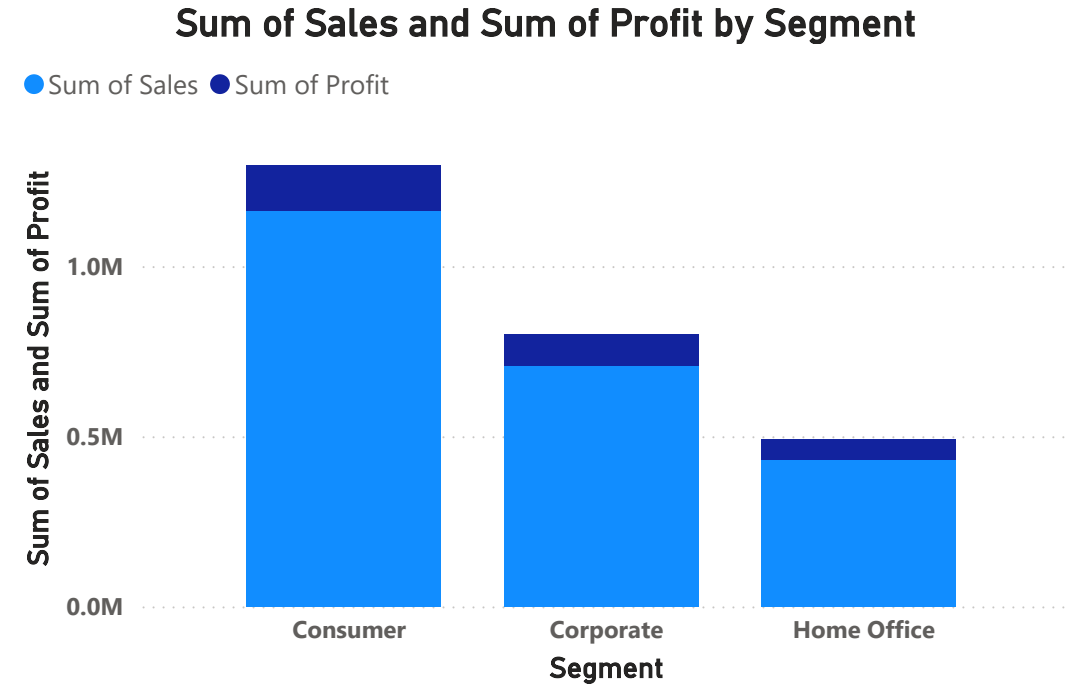
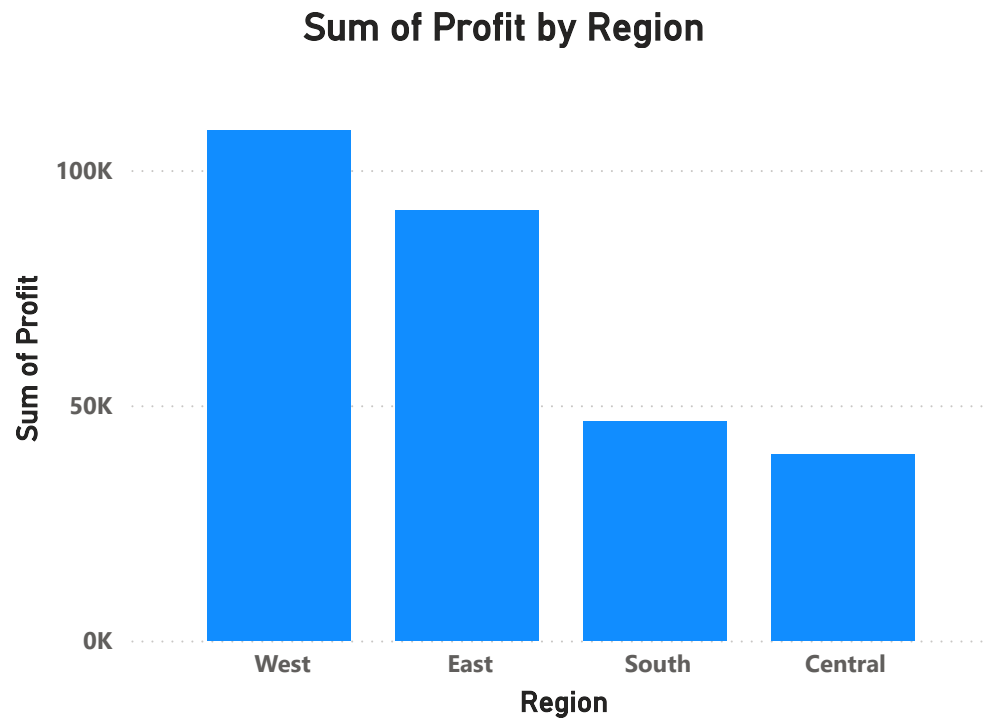
1. Which product categories contribute the most to overall sales and profit?



2. What is the monthly sales trend over time?



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

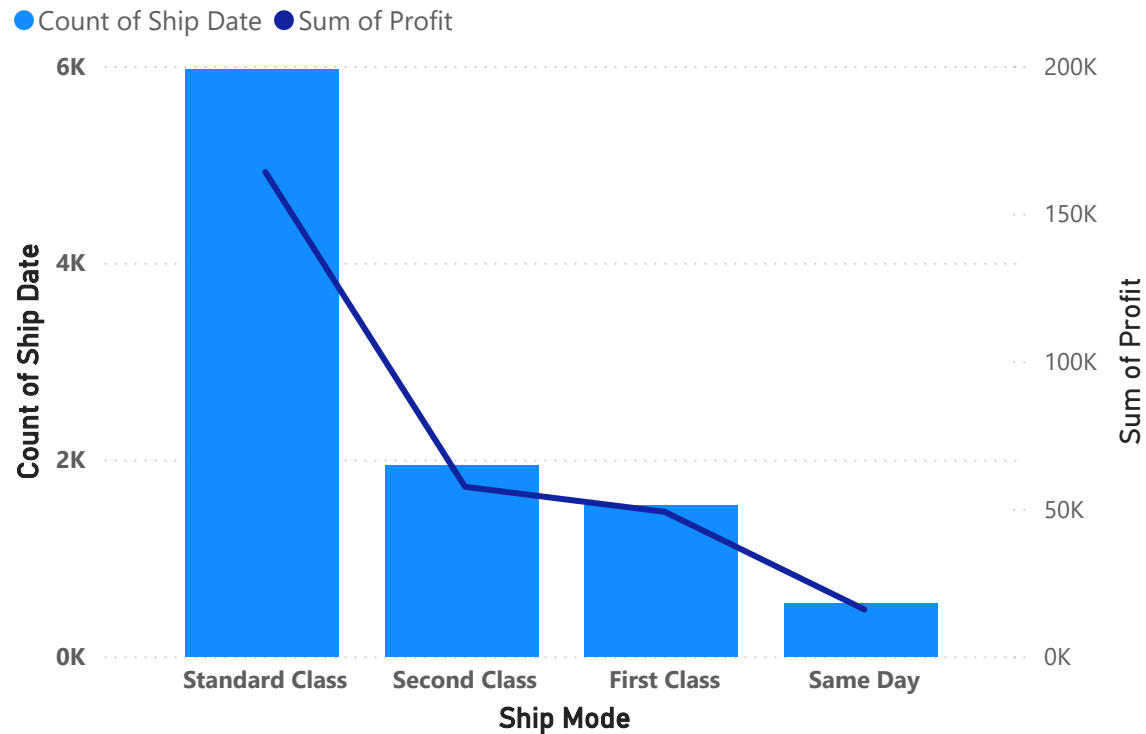


4. How do different customer segments perform in terms of sales and profitability?

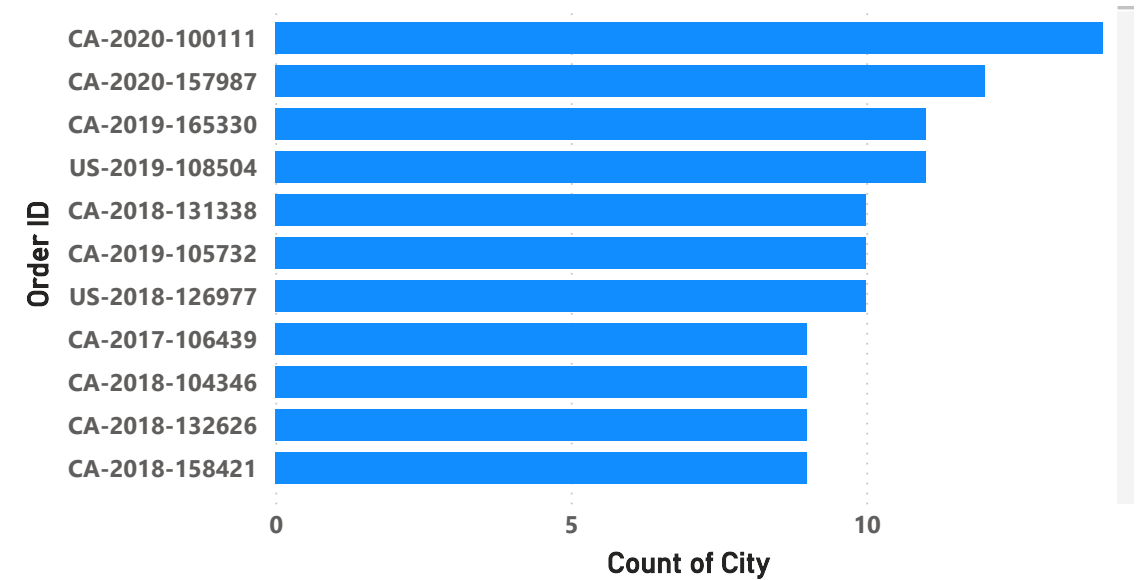


5. Which shipping modes are most used and how do they impact delivery time and profit ?

Count of Ship Date and Sum of Profit by Ship Mode



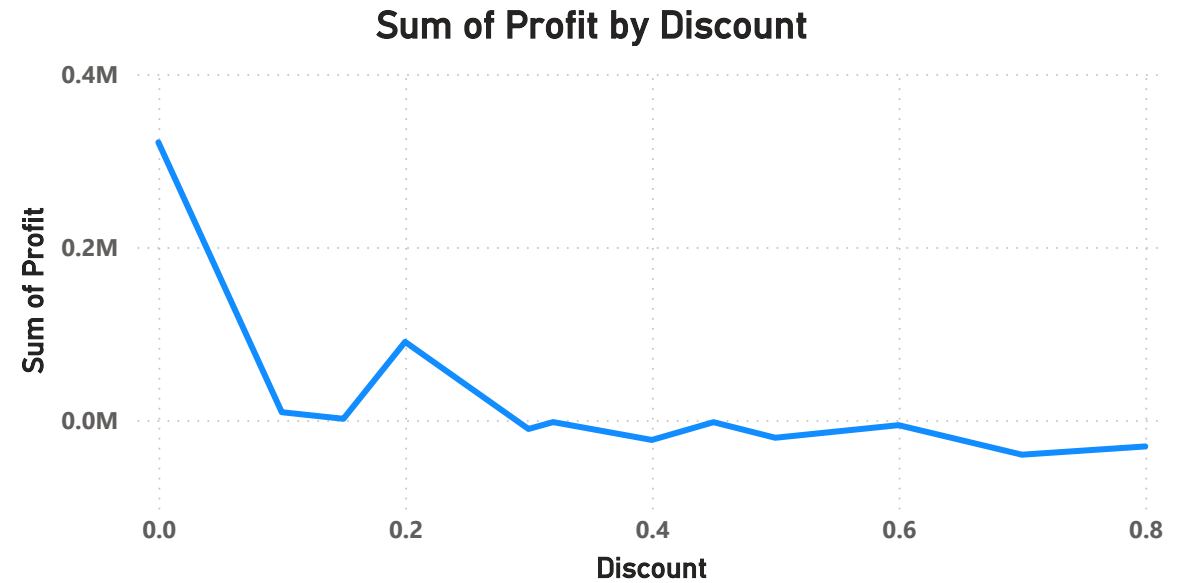
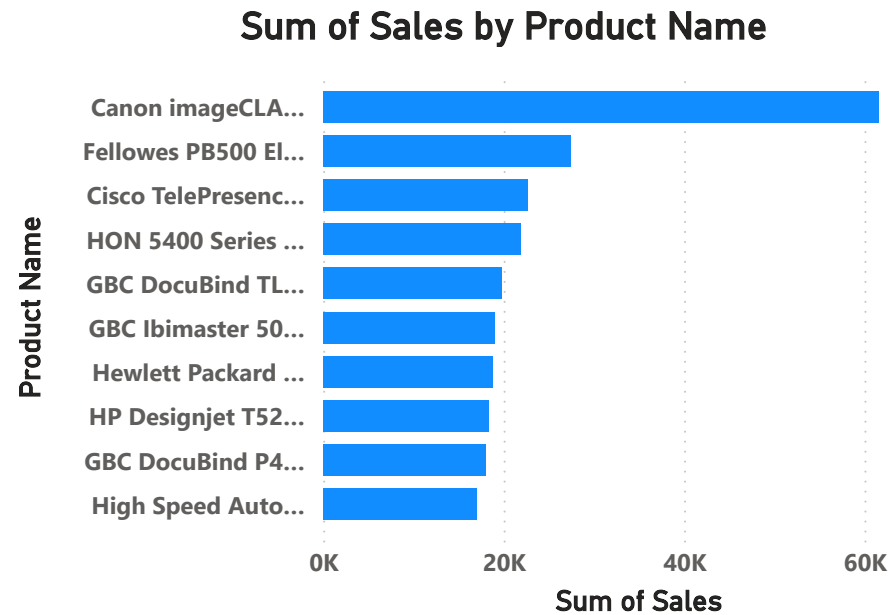
Count of City by Order ID



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



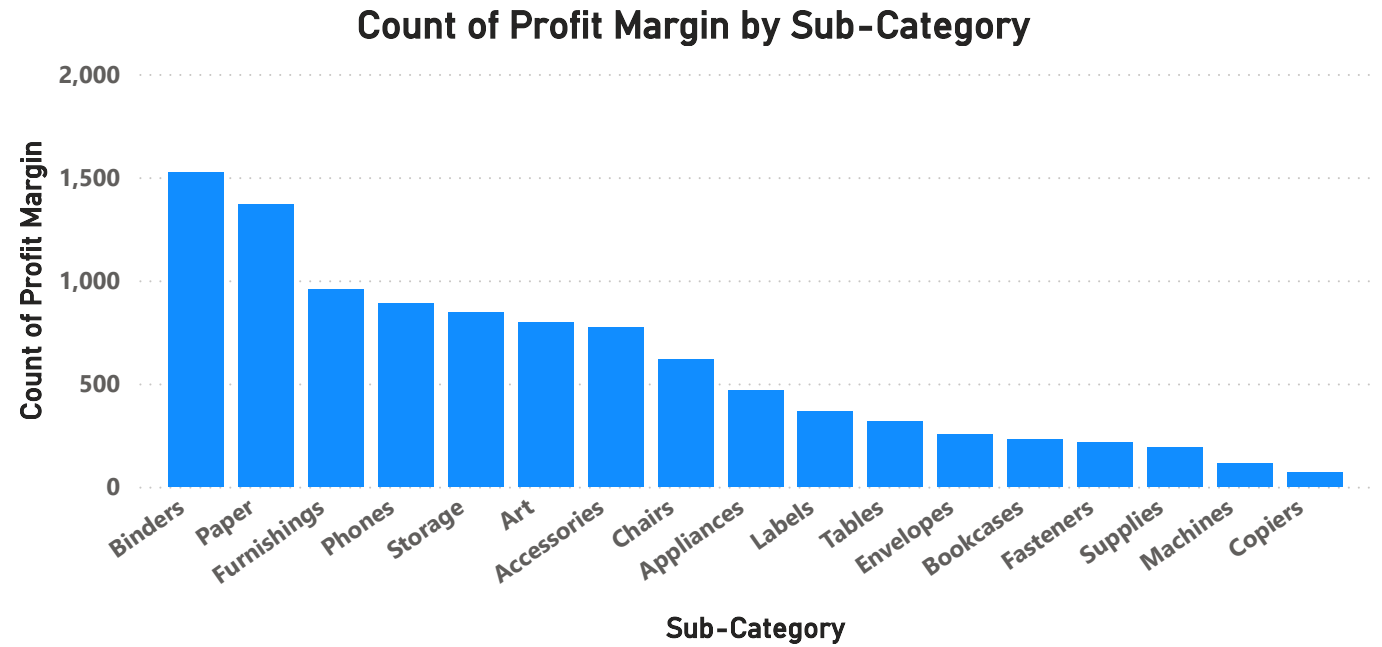
7. What are the top 10 products by sales ?



8. How does discounting affect profitability ?



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

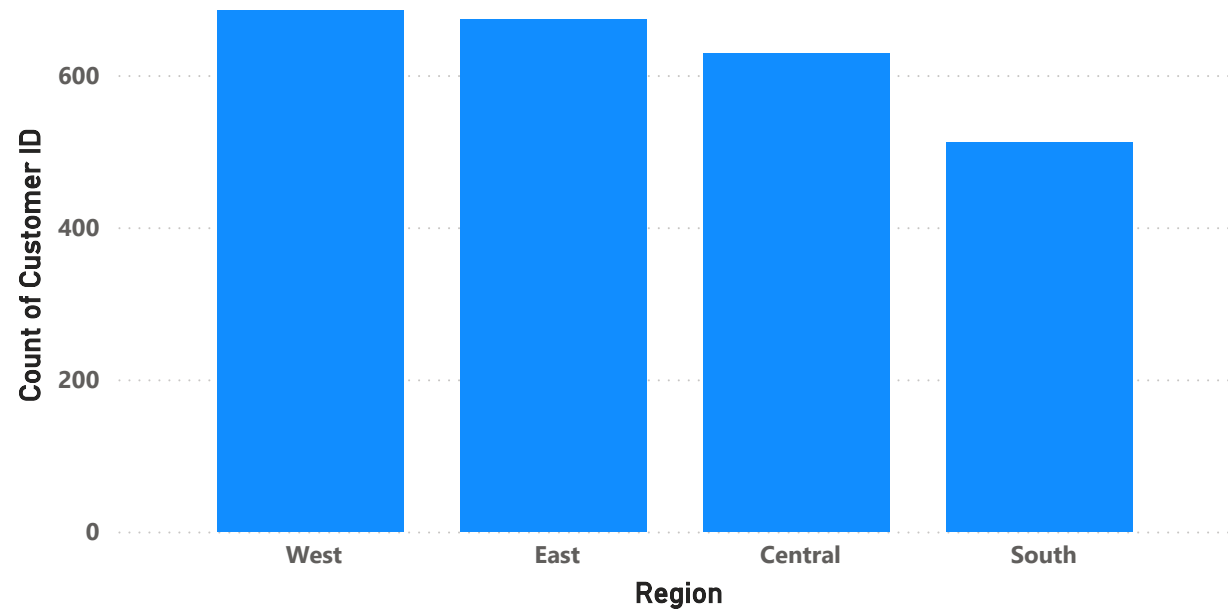


Segment	Central	East	South	West	Total
Consumer	2,52,031.43	3,50,908.17	1,95,580.97	3,62,880.77	11,61,401.35
Corporate	1,57,995.81	2,00,409.35	1,21,885.93	2,25,855.27	7,06,146.37
Home Office	91,212.64	1,27,463.73	74,255.00	1,36,721.78	4,29,653.15
<b>Total</b>	<b>5,01,239.89</b>	<b>6,78,781.24</b>	<b>3,91,721.91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

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



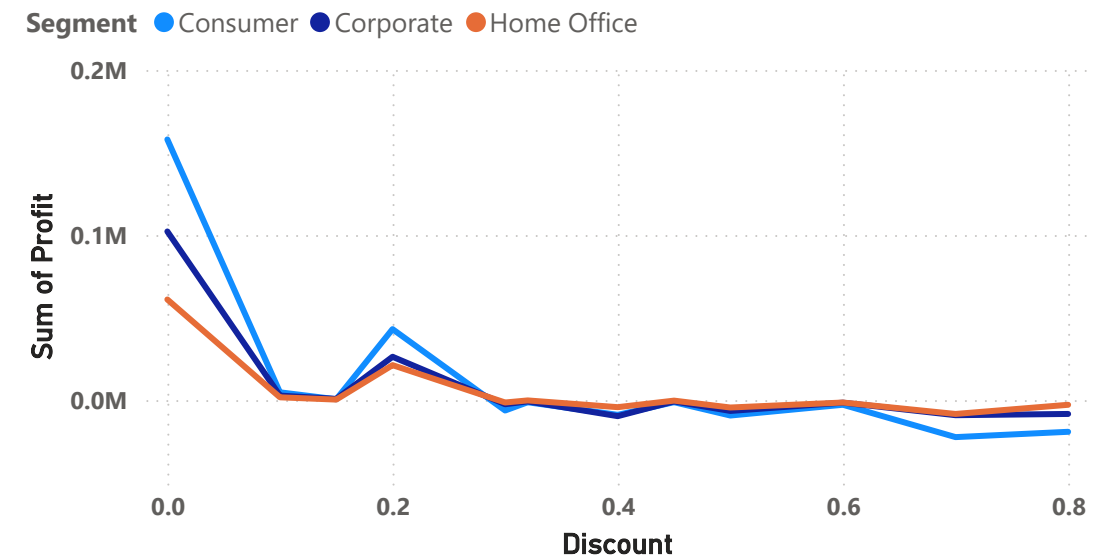
Count of Customer ID by Region



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

12. Which segments respond best to discounts ?

Sum of Profit by Discount and Segment



13. What is the current total profit compared to last month ?

Sum of Profit by Month

