1. You need to calculate the monthly sales of the store and identify which month had the highest sales and which month had the lowest sales.

Monthly Sales (Total Sales)-November (Highest Sales) And February (Lowest Sales)

1. You need to analyze sales based on product categories and determine which category has the lowest sales and which category has the highest sales.

Sales by Product Category Technology (Highest Sales), Furniture (Lowest Sales)

1. The sales analysis needs to be done based on sub-categories

Sales by Sub-CategoryBinders (Highest Sales) and Fasteners (Lowest Sales)

You need to analyze the monthly profit from sales and determine which month had the highest profit.

Monthly Profit November (Highest Profit) and February (Lowest Profit)

1. Analyze the profit by category and sub-category

Profit by Product Category Technology (Highest Profit) and Furniture (Lowest Profit)

Profit by Sub-Category Copiers (Highest Profit) and Tables (Lowest Profit)

1. Analyze the sales and profit by customer segment

Sales and Profit by Customer Segment- Consumer (Highest Sales & Profit) and Home Office (Lowest Sales & Profit)

1. Analyze the sales to profit ratio

|  |  |  |
| --- | --- | --- |
| **Segment** | **Sales to Profit Ratio** | **Analysis** |
| Home Office | 7.13 | Least Efficient Segment |
| Corporate | 7.68 | Moderate Efficiency |
| Consumer | 8.66 | Most Efficient Segment (Highest Ratio) |