**Main Analysis Elements:**

1. **General Analysis:**
2. What are the total sales in each state?
3. Which categories have the highest sales?
4. Which sub-categories achieve the highest sales?
5. What is the average delivery time between the order date and the ship date?
6. **Geographical Analysis:**
7. Which states have the highest sales?
8. What are the total sales by region?
9. Which cities generate the highest sales?
10. **Customer Analysis:**
11. Who are the top customers based on total sales?
12. What is the distribution of customers across different segments (Consumer, Corporate, Home Office)?
13. **Time-Based Analysis:**
14. How are sales distributed monthly or annually?
15. Is there a seasonal sales pattern?
16. Which time period achieves the highest sales?
17. **Product Analysis:**
18. Which products have the highest sales?
19. Which products have the lowest sales?
20. Which product categories generate the highest profits?
21. **Shipping Method Analysis:**
22. Which shipping methods are used the most, and what is their impact on sales?
23. What is the average delivery time for each shipping method?
24. **Other Questions (KPIs):**
25. How do sales vary by postal code?
26. What is the relationship between sub-categories and sales by state?
27. Is there a correlation between shipping methods and different categories?

We will use these questions to create multiple dashboards and key performance indicators (KPIs) in Power BI for comprehensive and effective data analysis.

**Example Key Performance Indicators (KPIs):**

* **Sales:**
* **Total Sales:** The total revenue generated over a specific period.
* **Target Achievement Rate:** Comparing actual sales to the set target.
* **Monthly Sales:** Sales per month versus the monthly sales target.
* **Profits:**
* **Total Profit:** Revenue minus costs.
* **Profit Margin:** The percentage of profit relative to sales.
* **Product-Based Profit:** Profit analysis by product category or sub-category.
* **Geographic Performance:**
* **Sales by Region:** Performance of different regions (North, South, East, West).
* **Profit by Country or State:** Comparing geographic performance.
* **Customer Performance:**
* **Top-Value Customers:** Customers generating the highest sales.
* **Orders per Customer:** Average number of orders per customer.
* **Product Performance:**
* **Top-Selling Products:** The best-selling products during a period.
* **Lowest-Selling Products:** Poor-performing products.
* **Sales by Category:** Comparing sales across product categories.
* **Shipping Performance:**
* **Average Delivery Time:** The time taken from order to shipping.
* **Late Shipping Rate:** The percentage of orders delayed beyond the expected ship date.
* **Shipping Costs:** The impact of shipping costs on sales.
* **Time-Based Analysis:**
* **Monthly/Annual Sales:** Comparing performance by months or years.
* **Sales Growth:** Comparing current sales to previous sales periods.
* **Sales by Season:** The impact of different seasons on performance.