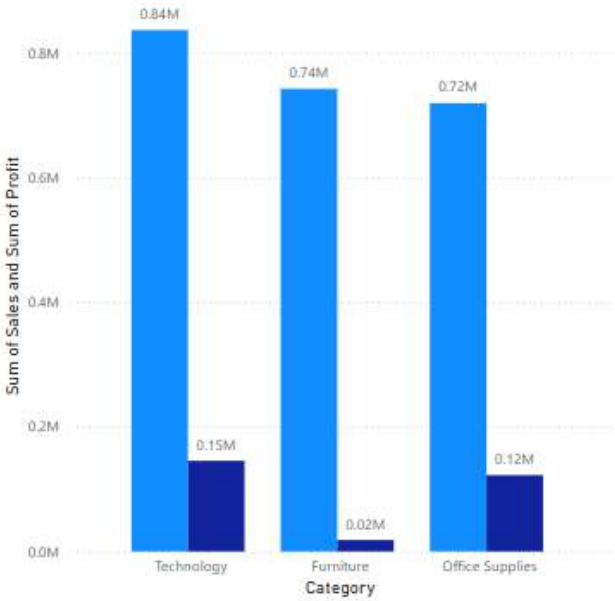


1. Which product categories contribute the most to overall sales and profit?

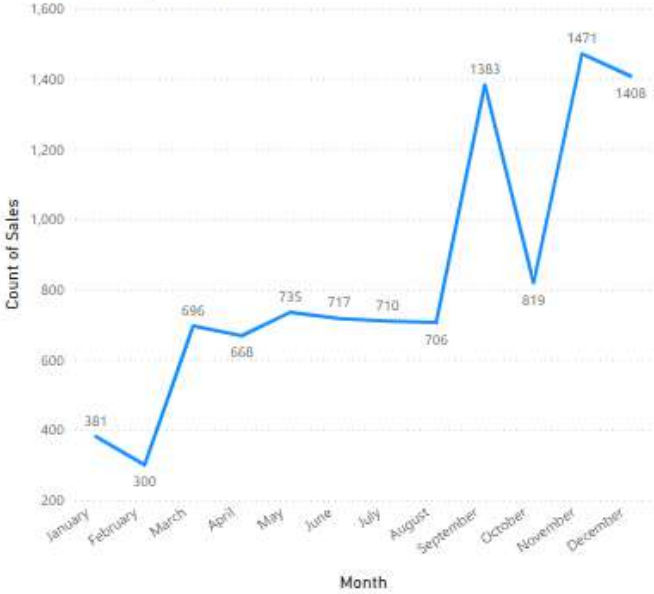
Sum of Sales and Sum of Profit by Category

Sum of Sales Sum of Profit



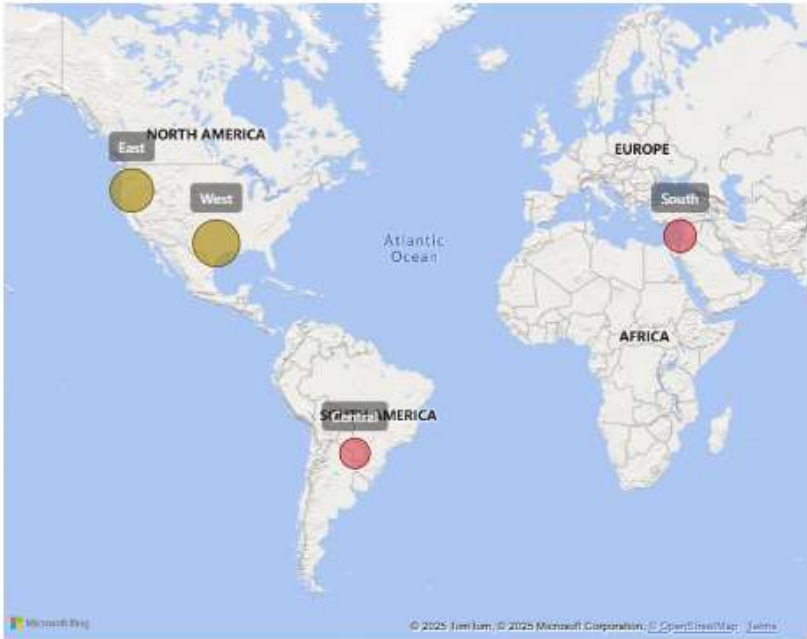
2. What is the monthly sales trend over time?

Count of Sales by Month



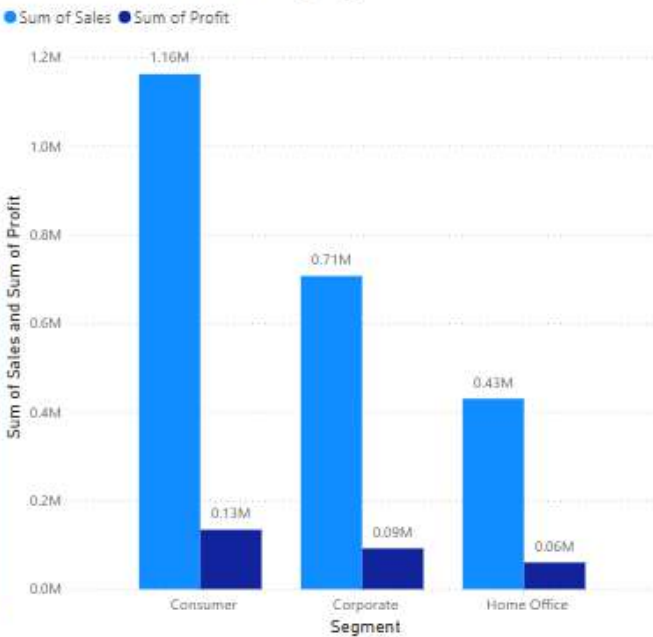
3. Which regions are most profitable and which are running at a loss?

Sum of Profit by Region



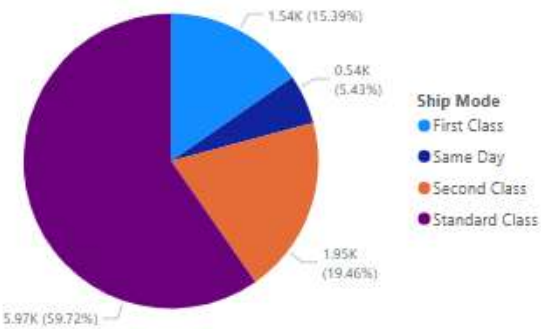
4. How do different customer segments perform in terms of sales and profitability?

Sum of Sales and Sum of Profit by Segment



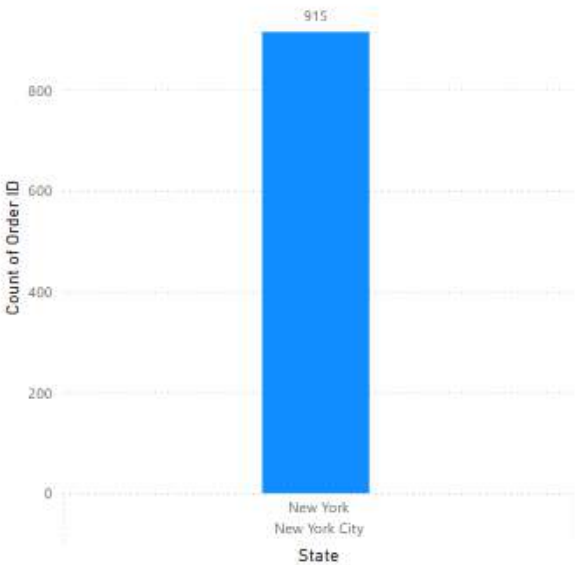
5. Which shipping modes are most used, and how do they impact delivery time and profit?

Count of Ship Mode by Ship Mode



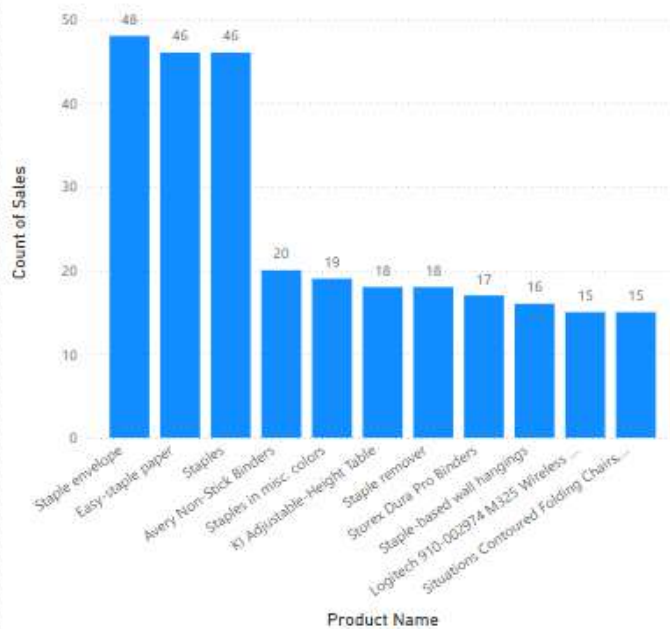
6. Which cities or states have the highest number of orders?

Count of Order ID by City and State



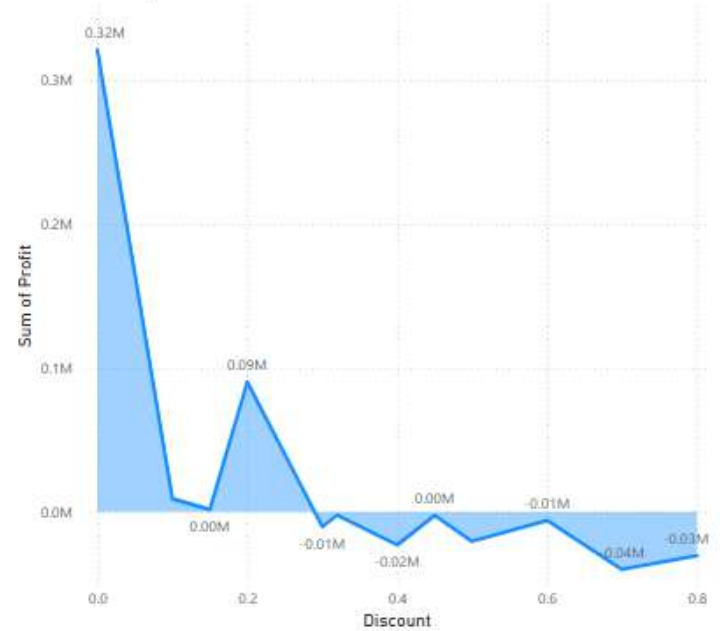
7. What are the top 10 products by sales?

Count of Sales by Product Name



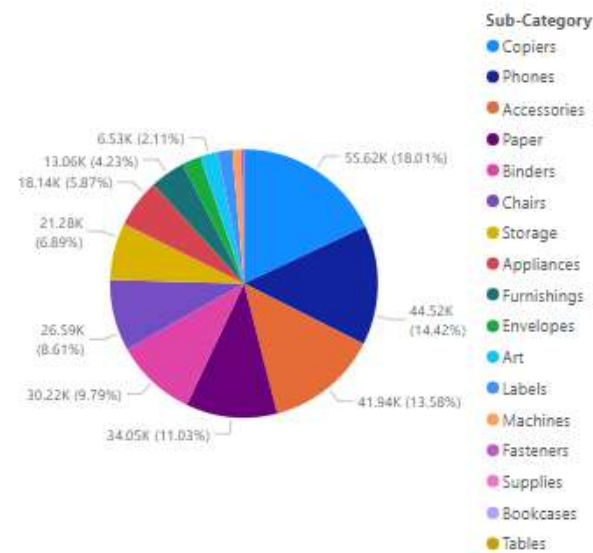
8. How does discounting affect profitability?

Sum of Profit by Discount



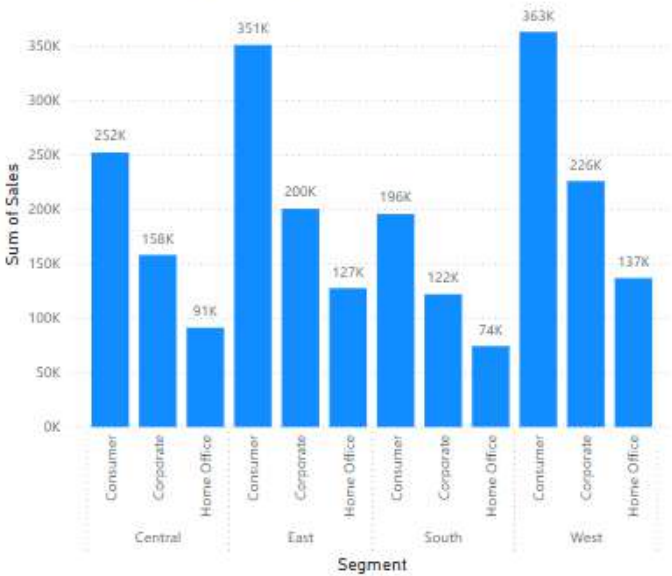
9. What's the profit margin by sub-category?

Sum of Profit by Sub-Category



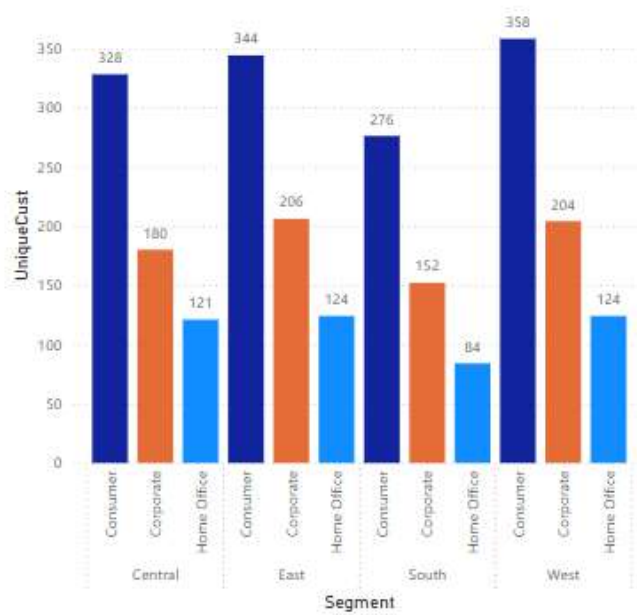
10. How do sales vary by segment and region combined?

Sum of Sales by Region and Segment



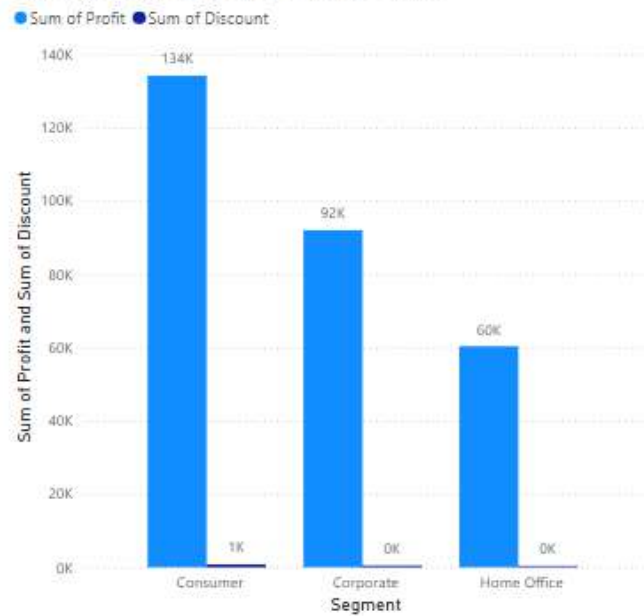
11. How many unique customers do we serve by region or segment?

UniqueCust by Region and Segment



12. Which segments respond best to discounts?

Sum of Profit and Sum of Discount by Segment



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

