**🧩 Business Problem Statement:**

**"How can we improve sales performance and profitability by identifying underperforming regions, customer segments, and product categories in order to optimize marketing efforts and inventory strategies?"**

**🎯 Objective:**

To help the organization:

1. Identify top and bottom-performing regions, segments, and product categories.
2. Understand customer behaviour and preferences.
3. Uncover trends or bottlenecks in shipping and delivery.
4. Make data-driven decisions for promotions, inventory planning, and resource allocation.

Fields:-

1. Row\_id
2. Customer\_id
3. Product\_id
4. Year
5. Order id
6. Order date
7. Ship date
8. Ship mode
9. Customer Name
10. Segment
11. Country
12. City
13. State
14. Postal code
15. Region
16. Category
17. Sub-category
18. Product name
19. Sales

**Charts:-**

1. **Sales over date and orders count**
2. **Segment: sales**
3. **Top five states and bottom five states**
4. **Category: Total sales**