Question 1: Build a Pareto analysis to identify order returning top customers based on order value and identify how many customers require a specific strategy to reduce the number of returning orders?  
Answer: 84 i.e., ~34%  
  
  
Question 2: Build a bullet chart to identify the number of sub categories that were able to exceed last year's profit in every current year. Current year can be 2021, 2022, 2023 and the corresponding previous year would be 2020, 2021, 2022 respectively. Validate your answer by calculating profit change rate (YoY)  in a matrix and identify subcategories that have all +ve profit change rate using the highlight table.  
Answer: 2 sub categories  
  
  
Question 3 {Statistics}: For all the returned orders, build a box plot using quantity per order ID by category, segment and ship mode. Identify the number of categories, segment and ship mode that have quantities beyond 1.5 times IQR on both ends?  
Answer: 13  
  
Attached is the Sample Superstore Data.