Queries

1 What are total sales and total profits of each year?

2. What are the total profits and total sales per quarter?

3. What region generates the highest sales and profits ?
   -- Let's observe each regions profit margins for further analysis with the following code.

4. What state and city brings in the highest sales and profits ?

   (i) top 10 profitable state;
   (ii) -- 10 low profitable state;
   (iii) -- for top 10 profitable city;
   (iv) -- for 10 low profitable city;

5. The relationship between discount and sales and the total discount per category;

   (i) -- total discount per category;
   (ii) -- what type of products are the most discounted.

6. What category generates the highest sales and profits in each region and state ?

(i) -- top 10 profitable regions;
(ii) -- 10 low profitable regions;
(iii) -- top 10 profitable states;
(iv) -- 10 low profitable states;

7. What subcategory generates the highest sales and profits in each region and state ?
(i) -- top 10 sub-category in region;
(ii) -- 10 low sub-category in region;
(iii) -- top 10 sub-category in state;
(iv) -- 10 low 10 sub-category in state;

8. What are the names of the products that are the most and least profitable to us?
(i) -- top 10 most profitabe product name;
(ii) -- 10 low profitable product name;

9. What segment makes the most of our profits and sales ?

10. How many customers do we have (unique customer IDs) in total and how much per region and state?
(i) -- total customer ids;
(ii) -- total customer ids by region;
(iii) -- total customer ids by state;

11. Customer rewards program;

12. Average shipping time per class and in total;

(i) -- The shipping time in each shipping mode is;