1. **What notable time series trends that characterize purchases from Amazon by Washington Agencies over the years?** 
   1. In which months do Washington Agencies exhibit higher spending patterns on Amazon purchases?
   2. Over each year, which Washington Agencies demonstrate the highest expenditures on Amazon orders? What are the trends for the top spending agencies (is spending increasing, decreasing, etc.)?
   3. How do the Net Purchase Totals from all Washington Agencies fluctuate yearly, and what factors contribute to these trends?

Business value:

Overall – Maximizing revenue by seasonal trends

a. Understanding seasonal spending trends over the years aims to optimize advertising strategies before peak purchasing periods

* By pinpointing the months with higher expenditure, Amazon can tailor targeted campaigns during these periods to capitalize on increased purchasing behaviors

b. Offering discounts and specialized pricing plans during low-order months can stimulate higher spending from agencies that might otherwise be less active

c. Aligns marketing efficiently with agency spending patterns, maximizing potential revenue throughout the year

1. **What trends emerge in recurring orders, bulk orders, and customer attrition among the individual Washington Agencies that spend the most on Amazon purchases?** 
   1. Which Washington Agencies have recorded the highest order volumes on Amazon during the Fiscal Year?
   2. Among Washington Agencies, which ones are placing Bulk Orders (orders with item quantities exceeding 100) on Amazon?
   3. Which Washington Agencies previously ordered from Amazon but have stopped?

Business value:

a. Amazon can optimize the streamlining and inventory availability processes in predicting bulk orders

b. Amazon can create discounts and promotions for items bought in bulk

* Consistent availability in inventory and promotions leads to Amazon being a preferred vendor and customer satisfaction

c. Identifying the agencies that have stopped purchasing from Amazon can help to calculate the net loss incurred and potentially re-engage the agencies in purchases by providing tailored discounts and promotions to them

1. **Who are the primary competitor sellers to Amazon's own products on Amazon.com, and what are their sales offerings, magnitudes of sales, and competitive product categories?** 
   1. Identify the top 5 competitor sellers that Agencies are sourcing from on Amazon.com and quantify their net totals.
   2. Among the top 5 competitor sellers on Amazon.com, what product categories do they predominantly sell?
   3. What are the agencies that competitor sellers have the most business with?

Business value:

a. Informs Amazon of the biggest competitor threats and their revenue per product relative to Amazon’s revenue per product

b. Amazon can target specific product lines to add promotions and discounts to increase the revenue and market share of Amazon’s own products

c. Amazon can identify agencies that competitor sellers have the most business with and attempt to target promotions and discounts to take over the market share with these agencies