Level 1: Basic Insights

Q1: Find Mean, Median, and Mode (Age)
Q2: Find variance, standard deviation, and z-score (Purchase Amount)
Q3: What are the top three product categories based on the number of purchases?
Q4: How many customers are classified as return customers?
Q5: What is the average review score given by customers?
Q6: How does the average delivery time vary between subscription statuses (Free, Premium)?
Q7: How many customers are subscribed to the service?
Q8: What percentage of customers used devices to make purchases? (Mobile, Laptop, Tablet)
Q9: What is the average purchase amount for customers who availed discounts compared to those who didn't?
Q10: What is the most common payment method used by customers?

Level 2: Intermediate Insights

Q1: What are the average review scores of users of the most common payment method?
Q2: What is the correlation between time spent on the website and purchase amount? Do customers who spend more time on the website purchase more items?
Q3: What percentage of customers are satisfied (rating of 4 or 5) and are also return customers?
Q4: What is the relationship between the number of items purchased and customer satisfaction?
Q5: Which location has the 2nd highest average purchase amount?

Level 3: Critical Thinking Insights

Q1: What factors contribute most to a customer being classified as a return customer?
Q2: How do payment methods influence customer satisfaction and return rates?
Q3: How does the location influence both purchase amount and delivery time?
Q4: What major insights are found? Give a proper explanation.