1. **Branch and City Sales Analysis**
   * Q1: What is the total sales for each branch?
   * Q2: Which city has the highest and lowest total sales?
2. **Customer Demographics Analysis**
   * Q3: What is the distribution of customer types (Member vs. Normal) in the dataset?
   * Q4: How does purchasing behavior differ between customer types (e.g., average order value)?
   * Q5: What is the distribution of purchases by gender?
3. **Product Line Performance**
   * Q6: What is the total revenue contributed by each product line?
   * Q7: Which product lines have the highest and lowest quantity sold?
   * Q8: What is the average rating for each product line?
4. **Time-Based Sales Analysis**
   * Q9: What are the peak hours for sales throughout the day?
   * Q10: Which days of the week generate the most sales?
   * Q11: Are there any monthly trends in sales?
5. **Payment Method Analysis**
   * Q12: What is the distribution of payment methods (e.g., Cash, Credit Card, Ewallet)?
   * Q13: Which payment method is most commonly used in each branch?
6. **Customer Rating Analysis**
   * Q14: What is the average customer rating for each branch and city?
   * Q15: Is there a correlation between customer rating and total sales amount?
7. **Revenue and Gross Income Analysis**
   * Q16: What is the overall revenue and gross income across all branches?
   * Q17: What is the average order value in each branch?
   * Q18: How does the gross margin percentage vary between branches and product lines?
8. **Tax and COGS Impact Analysis**
   * Q19: What is the impact of tax on the total sales amount?
   * Q20: How do the cost of goods sold (COGS) and gross income vary across product lines?