The following insights are generated in the PowerBI file:

Count of Customer_ID by Country - Helps in targeting and segmenting customers. Also total count of customers based on geography can be found which would also help in finding the area with maximum sales and thus target areas generating more revenue.

Count of Customer_ID by Shipping Status - It provides analysis on the shipping status of orders based on Customer_ID using which we can identify the cases where the status is pending or delays in delivery and find the potential cause of the delay and address it.

Count of Shipping_ID by Country- Based on the Shipping_ID the total orders on the basis of countries can be drawn and further predicted and accordingly the business process and the supply cycle can be improved in the countries where the sales are more and generate more revenue.

Average Age by Country- Using it we can find the target audience of the product and accordingly do targeted promotions based on the age of the customers.

Sum of Order Amount by Customer- This will help in finding the High Net Worth Customers, Customer Lifetime Value. We can also further analyze the trends in their purchase pattern and analyze the buying behavior of customers.

Count of Order Item by Customer ID- Helps in understanding the amount of purchases of a product that a customer might need and accordingly stock up the products and replenish the warehouse. Help in understanding various parameters and predict the Economic Order Quantity and replenish before stockouts. Also analysis can be done on purchase history and accordingly provide recommendations and suggestions.

Country and Customer ID: Help in understanding the geographical distribution of customer.

Customer Age Order Item: Help in further drilling down and understanding the purchase behavior of the customer.