**BUSINESS QUESTIONS`**

**Customer Insights**

1. Which customers have the highest total purchase amounts over time?
2. What is the average customer lifetime value by location?
3. How many customers signed up each month?
4. What percentage of customers placed more than one order?
5. Are there patterns in customer signup dates and their first purchase dates?

**Product & Inventory Insights**

1. Which products are ordered the most frequently?
2. What are the top-selling product categories by revenue?
3. How does product demand vary by season or quarter?
4. Are there any products that consistently sell together?
5. What is the average order size per product category?

**Sales & Order Behavior**

1. What is the trend in monthly sales revenue over the past year?
2. How many orders are placed each week?
3. What is the average order value per payment method?
4. Are there certain days of the week with higher sales activity?
5. What is the distribution of order quantities (e.g., single item vs. multiple items)?

**Payment & Transaction Insights**

1. What are the most commonly used payment methods?
2. Is there any correlation between payment method and order value?
3. Which payment method has the highest total revenue contribution?

**Regional & Demographic Trends**

1. Which locations generate the most revenue?
2. Are there differences in product preferences across regions?