

Data Analysis to Answer Workflow Questions

Product Popularity Trends

1. How does gender influence product purchases and their popularity ?
2. Which products and categories have the most return rate?
3. What is the Top product in each category?
4. Which products or categories perform best overall in sales and popularity?
5. What is the overall distribution of stock levels and the risk of stockouts?
6. Are there specific suppliers associated with low stock levels or return rates?
7. What are the Top 3 suppliers that supply the top 3 profitable products?

Customers

1. How does gender distribution correlate with product purchases?
2. Are customer age groups more likely to purchase a product from a specific product category than others?
3. Top 3 product popularity based on location.

Shipping and Logistics

1. What's the most used shipping method for each product category?
2. Are products with higher return rates associated with a specific shipping method?
3. Which regions have the highest 'Shipping Costs'?
4. What is the most cost-effective shipping method based on the average 'Shipping Cost'?

Sales and Revenue

1. How do discount, and tax rates affect overall revenue and profit margins?
2. How does seasonality impact sales and popularity of specific products ?
3. Which customer groups (age, gender) contribute the most to revenue?