 **Total revenue over time (daily, monthly, yearly)** → GROUP BY + DATE functions.

 **Best-selling products and categories** → aggregation and ranking.

 **Top 5 revenue-generating customers** → ORDER BY + LIMIT.

 **New customers each month** → MIN(order\_date) per customer, grouped by month.

 **Repeat purchase rate** → COUNT(DISTINCT order\_id) per customer.

 **Distribution of payment methods** → GROUP BY payment\_method.

 **Order frequency by day of week / time of day** → DATE\_FORMAT, DAYOFWEEK().