**SALES ANALYSIS**

1. **Customer Demographics & Purchase Behavior**

• What is the distribution of customers by age group? (Youth vs. Adults.)

• Do males or females purchase more accessories? (Analyze purchases by gender.)

• Which countries contribute the most sales? (Total revenue by country.)

• Are there any trends in customer purchases by state? (Compare order quantities across states.)

1. **Product & Sales Analysis**

• Which product category generates the most revenue? (Aggregate revenue by category.)

• What are the best-selling sub-categories? (Rank based on order quantity and revenue.)

• How does order quantity vary across different years? (Trend analysis.)

• Which product has the highest profit margin? (Calculate profit margin for each product.)

1. **Revenue & Profitability Insights**

• Which year had the highest revenue? (Compare yearly revenue trends.)

• What is the overall profit margin for the products? (Calculate profit-to-revenue ratio.)

• Which country contributes the most to total profit? (Analyze profit by country.)

• How do unit cost, unit price, and profit compare across different years? (Check pricing trends.)

1. **Seasonal & Temporal Trends**

• Are there certain months with higher sales? (Analyze revenue by month.)

• How does profitability vary across different years? (Compare profit per year.)

• Do certain days of the month show a pattern in purchases? (Check for purchase spikes on specific dates.)

1. **Cost & Pricing Strategy**

• How does the unit cost compare across different years? (Check if production costs have increased.)

• Is there a consistent markup between unit cost and unit price? (Analyze markup percentage.)

• Are higher order quantities associated with higher or lower profits? (Correlation analysis.)