4. **QUESTIONS:**[¶](https://www.kaggle.com/code/hasaankhan175/shopping-trends-eda-analysis#4.-QUESTIONS:)

Certainly! Here are 20 to 25 potential questions you can explore using the Shopping trends dataset:

1. **What is the overall distribution of customer ages in the dataset?**
2. **How does the average purchase amount vary across different product categories?**
3. **Which gender has the highest number of purchases?**
4. **What are the most commonly purchased items in each category?**
5. **Are there any specific seasons or months where customer spending is significantly higher?**
6. **What is the average rating given by customers for each product category?**
7. **Are there any notable differences in purchase behavior between subscribed and non-subscribed customers?**
8. **Which payment method is the most popular among customers?**
9. **Do customers who use promo codes tend to spend more than those who don't?**
10. **How does the frequency of purchases vary across different age groups?**
11. **Are there any correlations between the size of the product and the purchase amount?**
12. **Which shipping type is preferred by customers for different product categories?**
13. **How does the presence of a discount affect the purchase decision of customers?**
14. **Are there any specific colors that are more popular among customers?**
15. **What is the average number of previous purchases made by customers?**
16. **How does the purchase amount differ based on the review ratings given by customers?**
17. **Are there any noticeable differences in purchase behavior between different locations?**
18. **Is there a relationship between customer age and the category of products they purchase?**
19. **How does the average purchase amount differ between male and female customers?**
20. **How does the purchase amount differ based on the review ratings given by customers?**
21. **Are customers who apply discounts more likely to leave higher review ratings?**
22. **Are there any noticeable trends in spending for customers who select "Next Day Air" shipping?**
23. **How does the presence of a discount impact the purchase amount for different categories?**

These questions should give me a starting point to explore various aspects of the Shopping trends dataset. I can further refine and expand upon these questions based on my specific analysis goals and the insights I want to uncover.