***Business Questions***

--Q1. What is the total revenue generated by male vs. female customers?

--Q2. Which customers used a discount but still spent more than the average purchase amount?

-- Q3. Which are the top 5 products with the highest average review rating?

--Q4. Compare the average Purchase Amounts between Standard and Express Shipping.

--Q5. Do subscribed customers spend more? Compare average spend and total revenue between subscribers and non-subscribers.

--Q6. Which 5 products have the highest percentage of purchases with discounts applied?

--Q7. Segment customers into New, Returning, and Loyal based on their total number of previous purchases, and show the count of each segment.

--Q8. What are the top 3 most purchased products within each category?

--Q9. Are customers who are repeat buyers (more than 5 previous purchases) also likely to subscribe?

--Q10. What is the revenue contribution of each age group?