🛍️ Shopify Analysis Business Requirement

1. Sales Performance

- How much money did we make? (Net Sales)
- How many products did we sell? (Total Quantity)
- What's the average amount a customer spends per order? (Avg Order Value)

2. Customer Behavior

- How many people bought from us?
- How many customers bought **only once**?
- How many customers came back and bought **again**?

3. Customer Retention & Value

- How much does one customer spend with us over time? (Lifetime Value)
- What % of customers come back to buy again? (Repeat Rate)
- How often does a customer place an order? (Purchase Frequency)

4. Region & City Overview

- Which provinces and cities have the most sales?
- Where do we have the most customers?
- Which cities are performing best?

5. Sales Trends Over Time

- How do our daily sales and orders change over time?
- At what time of day do people shop the most?

6. Payment Methods

- What are the most popular payment methods?
- Are there any regions or campaigns where certain payment methods are used more?

7. Product Types

- Which product categories make the most money?
- Which products are people most interested in?