**To Enhance Customer Loyalty:**

* What is The Most Used Ship Mode by our Customer?
* Who are our top 10 customers in terms of sales **ONLY**?
* Also, who are our top 10 customers in terms of order frequency **ONLY**?

**To Monitor Our Strength and Weak Points:**

* Which Segment of clients generate the most sales By Category?
* Which city has the most sales value?
* Which State generates the most sales Percentage By Region?

**Performance Measurement:**

* What is the top performance product categories in terms of Sales and Profits?
* What is the most profitable product that we sell?

**Customer Experience:**

* On Average how long does it take the Orders to reach our clients?
  + Based on Each Shipping Mode.