**Customer Analytics**

1. **Customer Segmentation:** What are the top 10 customers by revenue?
2. **Geographical Insights:** Which regions or countries have the highest sales?
3. **Retention Analysis:** How many repeat customers do you have versus new customers?
4. An aggregate may not appear in the WHERE clause unless it is in a subquery contained in a HAVING clause or a select list, and the column being aggregated is an outer reference.

**Sales and Revenue Analysis**

1. **Revenue Trends:** How has revenue evolved over the past five years?
2. **Top Products:** What are the top 5 best-selling products?
3. **Order Frequency:** How frequently do customers place orders?

**Inventory Management**

1. **Low Stock Alerts:** Which products are running low on stock?
2. **Supplier Performance:** Which suppliers deliver the most products, and how timely are they?

**Employee Performance**

1. **Sales by Employee:** Which employees are generating the most sales?
2. **Order Processing Times:** How long does it take employees to process orders on average?
3. **Performance Trends:** How has employee performance changed over the years?

**Operational Efficiency**

1. **Shipping Performance:** Which shipping methods are the fastest and most cost-effective?
2. **Order Fulfillment Rate:** What percentage of orders are fulfilled on time?
3. **Returns Analysis:** Which products have the highest return rates?

**Advanced Analysis and Visualizations**

1. **Seasonal Patterns:** Are there seasonal trends in sales?
2. **Cross-Sell Opportunities:** Which products are frequently bought together?
3. **Predictive Analytics:** Can you predict future sales for the next quarter based on historical data?

**Data Modeling and Enhancements**

1. **Database Design Improvements:** Are there any normalization issues in the database? Suggest and implement improvements.
2. **Query Optimization:** Identify slow queries and optimize them for better performance.

**Technical Implementation Ideas**

* Build a **dashboard** using Power BI or Tableau to visualize insights from the database.
* Create an **ETL pipeline** that extracts data from this database, transforms it for analysis, and loads it into a data warehouse.
* Develop a **web app** that interacts with the database to display customer orders or inventory in real time.