QUESTIONS:¶

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. **What is the average number of previous purchases made by customers?**

12. **Are there any specific colors that are more popular among customers?**