* **Products:**
  + Top selling products
  + Product sales by category
* **Sellers:**
  + Top sellers by revenue
* **Customers:**
  + Customer retention rate
  + Top customers by purchase volume
* **Geolocation:**
  + Top locations by sales volume
* **Orders:**
  + Order completion rate
  + Average time to delivery
* ***Order Items:***
  + *Average number of items per order???*
* **Order Payments:**
  + Most common payment method
  + Number of failed transactions
* ***Order Reviews:***
  + *Correlation between review score and sales*