**1. Marketing & Profitability**

* Which campaigns delivered the highest return on ad spend (ROAS)?
* Does discounting significantly boost revenue, or does it erode overall profitability?

**2. Products**  
**A. Performance Analysis**

* Which products sell the most by quantity and by revenue?
* Which product categories have the highest sales volumes?
* Growth present of the last year?

**B. Inventory Analysis**

* Which product category experienced the highest rate of stock spoilage?

**3. Delivery**

* What is the average actual delivery time?
* How many orders were delivered late?
* What percentage of orders arrived on time?
* Is there a correlation between distance (km) and delivery time?
* Which areas suffer the most frequent delivery delays?
* What is the primary cause of delivery delays?
* Are there specific days of the week with higher delay rates?
* Do longer distances always result in slower deliveries?
* How can we optimize delivery routes to reduce delays?
* Which zones require additional drivers to improve delivery speed?

**4. Customers**  
**A. Customer Analysis**

* Who are the highest-spending customers?
* What is the average order value (AOV) for each customer segment?
* Are there customers who place significantly more orders than the average?
* Which customer segment (Premium, Regular, New, Inactive) places the most orders?

**5. Inventory**

* What percentage of incoming stock is damaged or spoiled?
* Are minimum and maximum stock levels aligned with actual demand? Which products frequently hit reorder points?
* Do stock levels fluctuate seasonally or around special events?
* Are current receiving and storage processes effective in minimizing spoilage?
* Where can procedures be improved?
* What are the carrying costs of inventory, including spoilage and waste, and how can we optimize to reduce expenses?

**6. Feedback**

1. **Average Rating**

What is the mean customer rating over the given period?

1. **Sentiment Distribution**
   * What percentage of feedback is Positive, Negative, or Neutral?
2. **Top Feedback Categories**
   * Which feedback categories are most common? (e.g., Delivery, Product Quality, App Experience)
3. **Temporal Feedback Trends**
   * How does feedback volume change over time?
4. **Rating by Category**
   * Do ratings vary by feedback category? (e.g., Are delivery-related ratings higher or lower than product-quality ratings?)
5. **Customer-Level Feedback**
   * Which customers submit feedback most frequently? (Helps identify recurring issues for specific customer segments.)