1. What is the annual profitability trend from 2020 to 2024?

2. How are sales distributed across different price ranges?

3. Which countries generate the highest revenue and contribute most to profits?

4. Which brands have the highest sales volume by quantity?

5. What is the monthly profit distribution throughout the year?

6. What is the sales quantity relative to revenue generated?

7. What is the total customer base and how is it distributed between purchasing and non-purchasing customers?

8. What percentage of customers registered accounts but never completed a purchase?

9. Which countries have the highest total customer count?

10. What is the demographic distribution of customers by country and age?

11. What is the gender distribution of the customer base (Male/Female)?

12. Which traffic sources are most effective in acquiring customers?

13. Which browsers are most commonly used by customers?

14. What is the total revenue and profit generated from the current customer base?

15. What is the conversion rate from registered customers to actual purchasers?

16. Which marketing channels provide the best return on investment?