

## Customer Insights

- 1 How many unique customers have placed orders?
- 2 Which customers have placed the highest number of orders?
- 3 What is the total and average purchase value per customer?
- 4 Who are the top 5 customers by total purchase amount?

## Product Performance

- 5 How many products exist in each category?
- 6 What is the average price of products by category?
- 7 Which products have the highest total sales volume (by quantity)?
- 8 What is the total revenue generated by each product?
- 9 How do product sales vary by category and supplier?

## Sales and Order Trends

- 10 How many orders have been placed in total?
- 11 What is the average value per order?
- 12 On which dates were the most orders placed?

13 What are the monthly trends in order volume and revenue?

14 How do order patterns vary across weekdays and weekends?

#### Supplier Contribution

15 How many suppliers are there in the database?

16 Which supplier provides the most products?

17 What is the average price of products from each supplier?

18 Which suppliers contribute the most to total product sales (by revenue)?

#### Employee Performance

19 How many employees have processed orders?

20 Which employees have handled the most orders?

21 What is the total sales value processed by each employee?

22 What is the average order value handled per employee?

#### Order Details Deep Dive

23 What is the relationship between quantity ordered and total price?

24 What is the average quantity ordered per product?

25 How does the unit price vary across products and orders?

