

**Question 1:**

*Which city generated the highest total sales revenue?*

**Purpose:**

To identify cities contributing the most to overall sales, aiding location-based sales strategy decisions.

**Question 2:**

*Which product categories have the highest average profit margins?*

**Purpose:**

Helps in optimizing pricing and stocking of profitable products.

**Question 3:**

*What is the average customer rating for each payment method?*

**Purpose:**

To determine if certain payment methods are associated with better customer experiences.

**Question 4:**

*What is the total quantity sold per category in each branch?*

**Purpose:**

To analyze which categories perform best across different branches, supporting optimized inventory distribution.

**Question 5:**

*Which branch has the highest total profit?*

**Purpose:**

Highlights top-performing branches overall.

**Question 6:**

*Which three categories generated the highest revenue overall?*

**Purpose:**

Identifies products driving the largest revenue share.

**Question 7:**

*How many transactions were recorded in each city?*

**Purpose:**

To identify which cities have the highest sales activity.

**Question 8:**

*During which hour of the day do most sales occur across all branches?*

**Purpose:**

To identify customer purchase patterns and optimize staff scheduling.

**Question 9:**

*Which product category generates the highest total profit in each city?*

**Purpose:**

To help local managers focus on the most profitable product lines per region.

**Question 10:**

*Which payment method contributes the most to total sales revenue?*

**Purpose:**

To identify the most preferred and profitable payment method, helping the company streamline payment options and marketing partnerships.