

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.