**QUESTIONS:**[¶](https://www.kaggle.com/code/hasaankhan175/shopping-trends-eda-analysis" \l "4.-QUESTIONS:" \t "_self)

Certainly! Here are 15 potential questions you can explore using the Shopping trends dataset:

1. **What is the overall distribution of customer ages in the dataset?**
2. **How does the average purchase amount vary across different product categories?**
3. **Which gender has the highest number of purchases?**
4. **What are the most commonly purchased items in each category?**
5. **Are there any specific seasons or months where customer spending is significantly higher?**
6. **Are there any notable differences in purchase behavior between subscribed and non-subscribed customers?**
7. **Which payment method is the most popular among customers?**
8. **How does the frequency of purchases vary across different age groups?**
9. **Which shipping type is preferred by customers for different product categories?**
10. **How does the presence of a discount affect the purchase decision of customers?**
11. **What is the average number of previous purchases made by customers?**
12. **Are there any noticeable differences in purchase behavior between different locations?**
13. **Is there a relationship between customer age and the category of products they purchase?**
14. **How does the average purchase amount differ between male and female customers?**
15. **What is the average rating given by customers for each product category?**

These questions should give me a starting point to explore various aspects of the Shopping trends dataset. I can further refine and expand upon these questions based on my specific analysis goals and the insights I want to uncover.