Amazon Business Problems

1. Analyze Payment Methods and Sales

- **Question**: Which payment methods are most commonly used by customers?
- **Purpose:** Optimize payment gateway options based on customer preferences.

2. Identify the Best-Selling products

- **Question:** What are the top 5 best-selling products by total quantity sold?
- **Purpose:** Identify high-demand items to focus inventory and marketing strategies.

3. Find Highest Rated Category in Amazon

- **Question:** Which product categories generated the highest total revenue?
- **Purpose:** Understand which product lines are the most profitable.

4. Find Total order and Analyze Order Status

- **Question:** What is the total number of orders by each order status (Completed, Cancelled, Pending)?
- **Purpose:** Monitor fulfilment efficiency and detect customer service or logistics issues.

5. Analyze Revenue by cities

- **Question:** What are the top 5 cities by revenue contribution?
- **Purpose:** Identify geographic markets with high sales potential.

6. Identify Best customers of Amazon

- **Question:** Who are the top 5 customers based on total spending?
- **Purpose:** Target high-value customers with loyalty programs or exclusive deals.

7. Find Revenue Trends

- **Question:** What is the monthly revenue trend?
- **Purpose:** Track growth or decline in sales performance over time.

8. Analyze Category wise Product

- **Question:** How many orders were placed for each product category per month?
- **Purpose:** Analyse seasonal trends and adjust inventory accordingly.

9. Find Product That Not Performing

- **Question:** Which product has the highest cancellation rate?
- **Purpose:** Investigate product-related issues that may affect customer satisfaction.

10. Find Customer Spent on Average Order

- **Question:** What is the average order value (AOV)?
- **Purpose:** Evaluate customer purchasing behavior and upselling opportunities.