

# Questions

- Q1. What is the overall distribution of customer ages in the dataset?
- Q2. How does the average purchase amount vary across different product categories?
- Q3. Which gender has the highest number of purchases?
- Q4. What are the most commonly purchased items in each category?
- Q5. Are there any specific seasons or months where customer spending is significantly higher?
- Q6. What is the average rating given by customers for each product category?
- Q7. Are there any notable differences in purchase behavior between subscribed and non-subscribed customers?
- Q8. Which payment method is the most popular among customers?
- Q9. Do customers who use promo codes tend to spend more than those who don't?
- Q10. How does the frequency of purchases vary across different age groups?
- Q11. Are there any correlations between the size of the product and the purchase amount?
- Q12. Which shipping type is preferred by customers for different product categories?
- Q13. How does the presence of a discount affect the purchase decision of customers?
- Q14. Are there any specific colors that are more popular among customers?
- Q15. What is the average number of previous purchases made by customers?
- Q16. How does the purchase amount differ based on the review ratings given by customers?
- Q17. Are there any noticeable differences in purchase behavior between different locations?
- Q18. Is there a relationship between customer age and the category of products they purchase?
- Q19. How does the average purchase amount differ between male and female customers?
- Q20. What is the impact of promo code usage on review ratings?

# **Additional Questions**

## **Easy**

- Q1. What is the distribution of review ratings given by customers?
- Q2. Which seasons have the highest number of purchases?
- Q3. What is the percentage of customers who have an active subscription?
- Q4. What are the most common payment methods used for discounted purchases?
- Q5. How does the average purchase amount vary for different shipping types?

## **Intermediate**

- Q6. Which age category has the highest average purchase amount?
- Q7. Are there specific product colors preferred by different genders?
- Q8. How does the purchase amount vary across different locations?
- Q9. Is there a relationship between the frequency of purchases and subscription status?
- Q10. Do customers with a higher number of previous purchases spend more on average?

## **Hard**

- Q11. How does the combination of age and gender affect product category preferences?
- Q12. Which product sizes and colors perform best in each location?
- Q13. Does the presence of a discount affect the purchase amount across different product categories?
- Q14. What is the effect of shipping type on customer satisfaction (review ratings)?
- Q15. How does the average purchase amount differ for customers with different purchase frequencies across seasons?