**QUESTIONS:**

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. **What is the average rating given by customers for each product category?**
7. **Are there any notable differences in purchase behavior between subscribed and non-subscribed customers?**
8. **Which payment method is the most popular among customers?**
9. **Do customers who use promo codes tend to spend more than those who don't?**
10. **How does the frequency of purchases vary across different age groups?**
11. **Are there any correlations between the size of the product and the purchase amount?**
12. **Which shipping type is preferred by customers for different product categories?**
13. **How does the presence of a discount affect the purchase decision of customers?**
14. **Are there any specific colors that are more popular among customers?**
15. **What is the average number of previous purchases made by customers?**
16. **How does the purchase amount differ based on the review ratings given by customers?**
17. **Are there any noticeable differences in purchase behavior between different locations?**
18. **Is there a relationship between customer age and the category of products they purchase?**
19. **How does the average purchase amount differ between male and female customers?**
20. **What is the impact of promo code usage on review ratings?**

These questions will give a starting point to explore various aspects of the Shopping trends’ dataset. One can further refine and expand upon these questions based on his/her specific analysis goals and the insights he/she wants to uncover.

**ADDITIONAL PRACTICE QUESTIONS:**

### ****Easy Questions****

1. **What is the distribution of review ratings given by customers?**
2. **Which seasons have the highest number of purchases?**
3. **What is the percentage of customers who have an active subscription?**
4. **What are the most common payment methods used for discounted purchases?**
5. **How does the average purchase amount vary for different shipping types?**

### ****Intermediate Questions****

1. **What is the most popular product category for each age category?**
2. **Are there specific product colors preferred by different genders?**
3. **How does the purchase amount vary across different locations?**
4. **Is there a relationship between the frequency of purchases and subscription status?**
5. **Do customers with a higher number of previous purchases spend more on average?**

### ****Hard Questions****

1. **How does the combination of age and gender affect product category preferences?**
2. **Which product sizes and colors perform best in each location?**
3. **Can we predict high-spending customers based on their purchase history and demographics?**
4. **What is the effect of shipping type on customer satisfaction (review ratings)?**
5. **How does the average purchase amount differ for customers with different purchase frequencies across seasons?**