

Sales Analytics	Customer Analysis	Customer Distribution	Analyze customers by country, city, and region.	Analyze number of orders per customer.	Analyze revenue generated per customer.
	Product & Category Analysis	Category Structure	Analyze number of products per category.	Analyze unit price distribution across products and categories.	Analyze quantity sold per product.
			Identify dominant product categories.	Identify premium and budget products	Identify top- and low-performing products.
	Supplier Analysis	Supplier Distribution	Analyze suppliers by country and region.	Analyze which categories each supplier serves.	Compare average unit price by supplier and country.
			Identify supplier concentration.	Identify specialized vs. diversified suppliers.	Identify pricing differences across regions.
	Sales & Revenue Analysis	Order Volume Trends	Analyze total orders and quantities sold over time.	Analyze monthly and yearly revenue performance.	Analyze revenue by category.
			Identify growth or decline periods.	Identify peak sales periods.	Identify revenue-driving categories.
	Logistics & Shipping Analysis	Shipper Usage	Analyze number of orders per shipper.	Analyze shipping destinations by country and city.	Analyze freight cost trends.
			Identify most-used shipping partners.	Identify major delivery regions.	Evaluate impact on total order value.