1. Customer Segmentation Based on Purchase Behavior

By combining data from the Customer and Transaction files, you can segment customers based on their region and their total spending. This will help identify high-value customers from specific regions.

2. Product Performance and Sales Trends

By analyzing the **Product** and **Transaction** data, you can identify the best-performing products in terms of sales volume and total revenue. This can be done by aggregating the Quantity and TotalValue for each product.

3.Customer Lifetime Value (CLV) Prediction

By analyzing the Customer, Transaction, and Product data, you can estimate the Customer Lifetime Value (CLV), which predicts the total revenue a customer is likely to generate during their relationship with your business. CLV can be calculated by analyzing transaction frequency and total spending over time

4. Sales Seasonality and Trends

Insight: By analyzing the Transaction data over time (using `TransactionDate`), you can identify seasonal sales trends and predict peak sales periods, helping with inventory and promotional planning.

5. Price Sensitivity and Discount Impact

Insight: By analyzing the relationship between product price (from the Product file) and quantity sold (from the Transaction file), you can understand customer price sensitivity. This can help determine if discounts or price changes would impact sales volume