Customers:

1. What’s the average amount of your customers’ yearly income?
2. What’s the most common marital status of your customers?
3. What’s the most common educational level? What’s the least common? **Raven**
4. What’s the oldest age of your customers? What is the youngest? How about the average? Are there any concerns with the data?
5. Do customer households tend to have more kids or teenagers? **Mohammad**
6. Based on your understanding of the customer data, how would you describe the typical customer for your company? **Virmar**

Products:

1. Which product generates the most sales?
2. Do customers buy more standard or premium products? **Vera**
3. What is the distribution of sales by distribution channel?
4. What’s the average time since the last purchase?
5. Based on your understanding of the sales data, do you have an idea of what products the company may want to focus on?

Marketing:

1. Which campaigns generated the most and least interest?
2. For campaign 4, what is the typical marital status of a customer?
3. For campaign 2, what product category sold the most? \*
4. What level of education do customers have that typically complain? **Noel**
5. What additional information would you need to better understand the success or failure of the company's marketing campaigns?
6. Bonus