**Analytical Questions**

**About Sales & Product Performance**

1. **How are the total sales trending over time?**
2. **Which regions contribute the most to overall sales?**
3. **Which product categories and sub-categories drive the highest sales?**
4. **How do customer segments (Consumer, Corporate, Home Office) perform in terms of sales?**
5. **What is the average order value across different customer segments?**

**About Customer & Geographic Analysis**

1. **Who are the top 10 customers based on total sales?**
2. **What is the repeat purchase rate across customer segments?**
3. **Which regions, states, or cities generate the most orders?**
4. **How do sales trends vary across major cities?**
5. **Which geographic regions are performing best in terms of sales?**
6. **What is the average sales per order in different regions?**

**About Shipping & Delivery**

1. **What is the average shipping time for each shipment mode?**
2. **How does shipping time vary across different regions or states?**
3. **Which regions experience the highest shipment delays?**
4. **What is the most frequently used shipping mode for orders?**
5. **Which product category requires the longest shipment time?**