**Superstore Data Analysis: Key Business Questions**

These questions are designed to extract critical performance and customer behavior insights from the Superstore dataset.

**Customer & Sales Performance**

1. **Top Customers:** Name top 3 customers with the highest total value of orders?
2. **Customer Value Ranking:** Write a query to find the average order value for each customer, and rank the customers by their average order value?
3. **Consecutive High-Value Orders:** Find all the customers who individually ordered on 3 consecutive days where each day’s total order was more than 50 in value?

**Product & Inventory Analysis**

1. **Top Selling Items:** Find the top 5 items with the highest average sales per day?
2. **Most Demanded Sub-Category:** What is the most demanded sub-category in the West region?
3. **Order Size (Volume):** Which order has the highest number of items?
4. **Order Size (Value):** Which order has the highest cumulative value?

**Geographical & Segment Analysis**

1. **City Extremes:** Give the name of customers who ordered the highest and lowest orders from each city?
2. **Least Revenue Contribution:** Which city is least contributing to total revenue?
3. **State-Level Segment Leaders:** Which segment places the highest number of orders from each state and which segment places the largest individual orders from each state?

**Logistics & Time Analysis**

1. **Same-Day Shipping Rate:** What percentage of total orders were shipped on the same date?
2. **Average Shipping Time:** What is the average time for orders to get shipped after the order is placed?
3. **Preferred Shipping Segment:** Which segment’s order is more likely to be shipped via first class?
4. **Sales Momentum:** Find the maximum number of days for which total sales on each day kept rising?

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* These detailed insights and questions were all solved using structured queries written in **SQL** in a file called **“Superstore\_sales\_analysis\_SQL\_Insights.sql”**.
* You will also find the Database SQL file in a file called **“SuperstoreData\_cleaned\_dump\_Dataset.sql”.**