# Business Questions:

1. Sales Analysis:

a. What is the overall revenue and sales trend over time?

b. Which products/categories are the top sellers?

c. What is the average order value?

d. Are there any seasonal sales patterns or trends?

1. Customer Analysis:

a. How many unique customers have made purchases?

b. What is the distribution of customers by gender and age?

c. What is the average customer age?

d. How long do customers typically remain active ?

e. What is the distribution of customers across different regions?

1. Product Analysis:

a. Which items have the highest sales volume?

b. Which items have the highest revenue?

c. Which categories generate the most revenue?

d. What is the average price and discount percentage of items?

1. Order Analysis:

a. What is the average quantity of items per order?

b. What is the average discount amount per order?

c. What is the distribution of payment methods used?

d. Are there any correlations between order status and payment methods?

1. Customer Behavior Analysis:

a. Are there any correlations between customer age and order value?

b. How frequently do customers place orders?

c. Do customers tend to order multiple items at once?

d. What is the distribution of customer locations (city, state, zip)?

e. What is the distribution of customers across different counties?

1. Marketing Analysis:

a. Are there any correlations between discounts and order value?

b. What is the average discount percentage applied to orders?