

Product & Category-Level Metrics

1. **Which product categories have the highest number of orders?**
 - *Bed Bath Table*, *Health Beauty*, and *Sports Leisure* lead in order volumes with over 9K, 8.8K, and 7.7K orders respectively, indicating high customer demand.
 2. **Which product categories generate the most revenue?**
 - *Health Beauty* (R\$ 1.4M), *Watches Gifts* (R\$ 1.3M), and *Bed Bath Table* (R\$ 1.2M) are top revenue contributors.
 3. **What is the average item price by product category?**
 - *Computers Accessories* has the highest average price at **R\$ 1,098**, followed by *Small Appliances* (R\$ 624), and *Home Appliances* (R\$ 476) suggesting premium product types.
 4. **Which categories have the longest average delivery durations?**
 - *Office Furniture* tops the chart with **21 days**, while others like *Fashion Shoes*, *Christmas Supplies* average, and *Security and Service* around **15–16 days**.
 5. **Which categories have the highest shipping costs?**
 - *Bed Bath Table* (R\$ 205K) and *Health Beauty* (R\$ 183K) have the highest cumulative shipping costs, likely due to high order volume or bulky items followed by *Furniture Decor* (R\$ 173K) and *Sports Leisure* (R\$ 169).
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Inventory & Size/Weight Logistics

6. **Which product categories have the heaviest/most voluminous products?**
 - *Office Furniture* dominates both average **volume (75K cm³)** and **weight (13 kg)**, requiring special logistics handling.
 7. **Is there a relationship between product weight and shipping cost?**
 - Yes — the scatterplot shows a **positive trend**: higher weight products tend to incur **higher shipping costs**, confirming logistic pricing patterns.
 8. **Which product categories have the highest return or complaint rates?**
 - *Bed Bath Table* (1.6K), *Health Beauty* (1.1K), and *Furniture Decor* (1.1K) show high complaints, indicating quality, expectation mismatch, or shipping-related issues.
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Performance & Opportunity

9. **What are the top best-selling product categories overall?**
 - *Bed Bath Table* (11.1K), *Health Beauty* (9.7K), *Sports Leisure* (8.6K), *Furniture Decor* (8.3K), and *Computer Accessories* (7.8K) dominate sales, indicating strong product-market fit.
10. **Which categories are underperforming despite high product volume (low revenue per unit)?**
 - *Home Comfort*, *Flowers*, and *Diapers Hygiene* show low revenue per order (e.g., **R\$ 49**, **R\$ 55**, and **R\$ 79**), suggesting margin or pricing issues.