1. Scenario-Based Questions

These questions assess how well the chatbot interprets and responds to different user intents.

Sales Performance Analysis
1. "How did our total sales in Q4 compare to the previous quarter?"
2. "Which product categories saw the highest growth in sales YoY?"
3. "Show me the top 5 SKUs contributing to 80% of our revenue."
4. "What is the average sales per store for our top-performing products?"
5. "Compare sales performance of Brand A vs. Brand B in the South region."

Promotion Effectiveness
6. "Which promotional scheme generated the highest ROI last quarter?"
7. "Show me a breakdown of incremental sales driven by discounts vs. bundling offers."
8. "Which promotions led to the highest customer retention?"
9. "What percentage of our promotions led to cannibalization of other SKUs?"
10. "How did our sales perform before, during, and after the last Diwali campaign?"

Retail & Channel Insights
11. "Which regions/stores had the highest stockouts last month?"
12. "Show me a heatmap of sales by city for the last six months."
13. "What percentage of our sales is coming from e-commerce vs. physical stores?"
14. "Which distributor had the highest sales volume in the last 3 months?"
15. "Are there any stores with consistently declining sales over the last three quarters?"

Customer & Pricing Insights
16. "What is the impact of a 5% price increase on sales volume?"
17. "What are the top 3 most price-sensitive products in our portfolio?"
18. "Which SKUs have the highest cross-sell potential based on past sales trends?"
19. "How do consumer preferences for discounts vs. cashback differ across demographics?"
20. "What is the elasticity of demand for our premium product line?"

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2. Simulation-Based Questions

These assess the chatbot's ability to handle dynamic, real-time queries and generate **scenario-based simulations**.

A/B Testing and Forecasting Simulations
21. "Simulate a scenario where we reduce the price of Product X by 10%—how does it impact revenue?"
22. "If we allocate 20% more budget to digital promotions, what is the expected lift in sales?"
23. "Simulate an A/B test for two discount strategies: Flat 10% off vs. Buy 1 Get 1—what is the projected sales impact?"
24. "Predict next month's sales for our best-selling SKU using past 12 months' trends."
25. "How will removing a low-performing SKU affect total category sales?"

Market Disruptions & Supply Chain Simulations
26. "If a key competitor launches a similar product with a 15% lower price, how will it impact our sales?"

27. "Simulate the impact of a 30-day supply chain disruption on stock levels and revenue."
28. "If we move 10% of our offline sales budget to e-commerce, how will it affect overall sales?"
29. "What is the expected impact of increasing trade margins by 5% for our top distributors?"
30. "Predict how a new competitor entering the market would affect our sales over the next six months."