Project overall

**### 1. \*\*Sales Analysis:\*\***  
 - Analyzing sales trends over time.  
 - Identifying the most popular products or categories.  
 - Understanding the frequency and monetary value of repeat purchases.  
 - Evaluating the performance of different sellers.  
 **### 2. \*\*Customer Segmentation and Behavior Analysis:\*\***  
 - Segmenting customers based on their purchasing behavior.  
 - Analyzing customer reviews to identify areas of improvement.  
 - Predicting customer lifetime value.  
 **### 3. \*\*Supply Chain and Logistics Optimization:\*\***  
 - Analyzing delivery times and identifying bottlenecks in the supply chain.  
 - Optimizing inventory levels based on historical sales data.  
 - Examining the geographic distribution of customers and sellers to improve logistics.  
 **### 4. \*\*Market Basket Analysis:\*\***  
 - Identifying products that are frequently bought together.  
 - Offering product recommendations based on purchasing patterns.  
  
**### 5. \*\*Geospatial Analysis:\*\***  
 - Analyzing sales and customer data geographically.  
 - Identifying potential locations for new warehouses or retail outlets.  
  
**### 6. \*\*Time Series Forecasting:\*\***  
 - Predicting future sales using historical data.  
 - Forecasting inventory levels to prevent stockouts or overstock situations.  
  
**### 7. \*\*Natural Language Processing (NLP):\*\***  
 - Analyzing customer reviews to derive insights on product quality and customer satisfaction.  
 - Identifying emerging themes or topics in customer feedback.  
  
**### 8. \*\*Payment Analysis:\*\***  
 - Analyzing payment methods and their impact on sales.  
 - Identifying any potential fraudulent transactions.  
  
  
 **### 10. \*\*Database Design and Management:\*\***  
 - Designing a robust and scalable SQL database schema to house this dataset.  
 - Developing dashboards and reporting systems for ongoing monitoring and analysis.