Project Title: Retail Store Performance and Customer Behaviour Analysis for Zodio

- **Store Level Analysis**

1. Which store locations (city/state/country) generate the highest revenue?

2. How does store size (selling_area_size) impact total revenue?

3. Is there a relationship between staff count and store performance?

4. Do owned stores perform better than rented ones in terms of revenue?

5. How does parking availability affect the number of orders?

6. Does the age of the store (based on store_open_date) influence sales?

- **Manager Performance**

7. Which store managers are associated with the highest performing stores?

8. What is the average sales per manager across different regions?

9. Is there any correlation between manager experience and store success?

- **Product and Sales Analysis**

10. Which product categories (Men, Women, Kids) generate the most revenue?

11. Which clothing types (T-shirts, Jeans, Dresses) are top selling?

12. What is the monthly trend of product sales?

13. Which products have the highest revenue per unit sold?

14. Are high-priced products sold in higher or lower quantities?

- **Customer Insights**

15. Who are the top 10 most valuable customers by total spend?

16. What is the average spend per customer by region?

17. Are there seasonal patterns in customer purchasing behaviour?

18. How does customer location impact purchase volume?

- **Security & Operations**

19. Do stores with more security features perform better in terms of sales?

20. Is there a pattern between operating hours and number of daily orders?

Link: https://www.kaggle.com/datasets/saketkshirsagar1/zudio-sales-test-dataset