

📌 Customer Discount & Behavior Insights

1. Q1 – *Top 3 most discounted books per genre with context of previous/next savings*
→ Valuable for understanding discount performance within genres.
2. Q2 – *Book with sudden spike in discount per genre*
→ Helps spot promotional anomalies or price strategy shifts.
3. Q3 – *Biggest jump in discount by author (with filter for minimum 3 books)*
→ Detects aggressive pricing changes by specific authors.
4. Q13 – *Genre with the best average discount % in last 60 days*
→ Helps assess customer appeal based on pricing strategy.
5. Q15 – *Genres with high average discounts but low sales volume*
→ Crucial for evaluating ineffective discount strategies.

📌 Sales Performance & Revenue Analysis

6. Q5 – *Top 2 discounted books per genre where avg selling price > ₹250*
→ Targets high-value genres with aggressive pricing.
7. Q8 – *Top 2 genres by total revenue in the past 4 months*
→ Critical for understanding business performance by category.
8. Q12 – *Top genre by revenue in last 90 days + highest-priced book in it*
→ Combines macro and micro insights for strategy.
9. Q20 – *Genres with highest growth in revenue compared to previous month*
→ Tracks business momentum and seasonality. (Best used with stored procedure)

📌 Product & Catalog Insights

10. Q4 – *Top 2 discounted books per genre (only where ≥ 5 books listed)*
→ Ensures ranking only where meaningful sample size exists.
11. Q14 – *Most popular binding type per genre in last 45 days*
→ Helps align with customer preferences in book format