

## SALES ANALYSIS

### 1. Customer Demographics & Purchase Behavior

- What is the distribution of customers by **age group**? *(Youth vs. Adults.)*
- Do males or females purchase more accessories? *(Analyze purchases by gender.)*
- Which countries contribute the most sales? *(Total revenue by country.)*
- Are there any trends in customer purchases by state? *(Compare order quantities across states.)*

### 2. Product & Sales Analysis

- Which **product category** generates the most revenue? *(Aggregate revenue by category.)*
- What are the best-selling **sub-categories**? *(Rank based on order quantity and revenue.)*
- How does **order quantity** vary across different years? *(Trend analysis.)*
- Which product has the **highest profit margin**? *(Calculate profit margin for each product.)*

### 3. Revenue & Profitability Insights

- Which **year** had the highest revenue? *(Compare yearly revenue trends.)*
- What is the overall **profit margin** for the products? *(Calculate profit-to-revenue ratio.)*
- Which **country** contributes the most to total profit? *(Analyze profit by country.)*
- How do **unit cost, unit price, and profit** compare across different years? *(Check pricing trends.)*

### 4. Seasonal & Temporal Trends

- Are there certain **months** with higher sales? *(Analyze revenue by month.)*
- How does **profitability vary across different years**? *(Compare profit per year.)*
- Do **certain days of the month** show a pattern in purchases? *(Check for purchase spikes on specific dates.)*

### 5. Cost & Pricing Strategy

- How does the **unit cost** compare across different years? *(Check if production costs have increased.)*
- Is there a **consistent markup** between unit cost and unit price? *(Analyze markup percentage.)*
- Are **higher order quantities** associated with higher or lower profits? *(Correlation analysis.)*