

## **1. Customer Analysis**

- Who are the top 10 customers by total revenue?
- What is the average purchase value per customer?
- How many unique customers made purchases each year?
- Which customers are most consistent (monthly/quarterly activity)?
- What percentage of customers are new vs returning each year?
- What is the most common payment method used by customers?
- Which districts have the highest number of active customers?

## **2. Product Performance**

- Which products generate the most revenue overall?
- Which products have the highest units sold vs revenue generated (high volume vs high value)?
- What are the top 5 most returned or least performing products (if returns can be implied)?
- Which supplier's products generate the most revenue?
- Which product categories (if desc or naming conventions allow grouping) perform best by region?

## **3. Sales & Revenue Analysis**

- What is the total revenue per year, quarter, and month?
- How does total sales volume trend across time (month-over-month, year-over-year)?
- What is the average order value over time?
- Which store locations (division/district) generate the most revenue?
- What are the peak sales hours in a day?
- How does sales performance vary between weekdays and weekends?

## 4. Year-Over-Year Comparison

- What is the YoY revenue growth for the business?
- What is the YoY change in number of transactions?
- What is the YoY change in average transaction value?
- How has each product's revenue changed YoY?
- How has the customer base grown or declined YoY?

## 5. Business Development Insights

- Which payment methods are increasing in popularity YoY?
- Which regions/districts have the highest YoY revenue growth?
- Are there any underperforming stores that could be optimized or closed?
- Which product and region combinations show high demand potential?
- Which customer segment shows the highest loyalty (based on repeated transactions and spend)?
- Identify upselling opportunities — customers who buy X also often buy Y.