**Customer Analytics**

* **Customer segmentation patterns** - Which customer segments (residential, commercial, industrial) are most profitable
* **Regional purchasing behavior** - Geographic trends in panel type preferences and capacity requirements
* **Customer lifetime value** - Repeat purchase patterns using Customer\_ID and order frequency
* **Top customers by revenue/profit** - Identify most valuable customers and companies

**Product Performance**

* **Panel type effectiveness** - Which panel types (monocrystalline, polycrystalline, thin-film) sell best in different regions
* **Capacity trends** - Popular kW capacity ranges by segment and location
* **Product mix optimization** - Best-performing product models and their contribution to total sales
* **Price sensitivity** - Relationship between unit price, discounts, and sales volume

**Sales & Profitability**

* **Profit margins** - Analyze profitability by product, segment, region, and customer
* **Discount impact** - How discounting affects sales volume vs. profit margins
* **Revenue drivers** - Which combinations of factors generate highest sales
* **Seasonal trends** - Sales patterns across different time periods using Order\_Date

**Operational Efficiency**

* **Shipping performance** - Time between order and shipment (Ship\_Date - Order\_Date)
* **Shipping mode analysis** - Cost-effectiveness of different shipping methods
* **Order priority fulfillment** - Whether high-priority orders ship faster
* **Shipping cost optimization** - Relationship between shipping costs, mode, and distance

**Geographic Insights**

* **Market penetration** - Sales distribution across cities, states, regions, and countries
* **Regional profitability** - Which geographic areas are most/least profitable
* **Expansion opportunities** - Underserved markets with growth potential

**Strategic Insights**

* **Order patterns** - Average order size, frequency, and value by segment
* **Quantity economics** - How bulk ordering affects pricing and profitability
* **Market positioning** - Competitive pricing analysis across different segments