Business Intelligence Analysis Plan

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① Sales & Revenue Analysis
• What are the total sales and revenue for each region?
• Which cities generate the highest and lowest sales?
• What are the top 10 best-selling products by revenue?
• How do sales vary across different customer segments?
• How do sales change over time (monthly/quarterly/yearly trends)?

② Customer Analysis
• Who are the top customers in terms of total purchases?
• How do different customer segments contribute to overall revenue?
• What is the average order value per customer?
• Are there any repeat customers, and how much do they contribute to total sales?
• Which regions have the most customers?

③ Shipping & Logistics
• How does the shipping mode affect delivery times?
• Is there a relationship between shipping mode and customer satisfaction (based on repeat purchases)?
• What is the average time between order and shipment?
• Do any states or regions have longer shipping times than others?

④ Product Performance & Inventory Management
• Which product categories generate the highest revenue?
• Which sub-categories have the highest profit margins?
• Are there any underperforming products with consistently low sales?
• How do seasonal trends affect product demand?

⑤ Sales & Demand Analysis (with Quantity)
• What are the top 10 best-selling products by quantity sold?
• What is the total quantity sold per region?
• How does the quantity sold vary across different customer segments?
• What is the average quantity per order for each product?
• Are there any products with consistently low quantity sales that may need promotion or discontinuation?

⑥ Inventory & Supply Chain Insights
• Which products have the highest demand based on quantity sold?
• Are there any stock shortages based on high demand and sales trends?
• What is the reorder frequency needed for different products to meet demand?
• Are there any seasonal fluctuations in product demand based on quantity sold?
• Which shipping modes are preferred for high-quantity orders?