1. How do daily purchase patterns vary throughout the week?
2. Can we identify any irregularities in order fulfilment using order IDs?
3. Which products have the highest sales volume, based on product IDs?
4. Are there any categories with significantly higher sales compared to others?
5. How does the textual representation of product categories impact sales?
6. Which brands are most preferred by customers?
7. Is there a correlation between product prices and sales volume?
8. How many unique customers have made purchases within the dataset?
9. What are the purchasing behaviours of individual customers?
10. Can we identify any trends or patterns in user demographics?
11. Are there any price points that attract more customers?
12. How do sales differ between weekdays and weekends?
13. Which product categories contribute the most to overall revenue?
14. Are there any product categories experiencing a decline in sales?
15. Can we segment customers based on their purchase history and preferences?