EDA QUESTIONS

Product

1. Unique cities in the database
2. Unique branches
3. Unique product line
4. Most selling product (qty)
5. Most common payment method
6. Highest sales by product line
7. Profit by product line
8. Product line performance in terms of sales e.g. Show ‘good,’ ‘bad.’ Good if its greater that average sales.
9. Common product line by gender
10. Average rating of each product line
11. Product line with largest VAT

Sales

1. Total Sales by month
2. Highest Sales by branch, specify city as well
3. Which branch sold more products than average product sold
4. City with largest VAT
5. Which month had largest COGS
6. Which customer type brings more sales(revenue)
7. Which customer type pays more VAT
8. Busiest time of the day in terms of sales
9. Highest sales by month
10. Highest rated branch

Profit

1. Total profit
2. Highest profit-making product
3. Highest profit-making branch
4. Profit from customer type
5. Profit by month

Customers

1. Types of customers
2. Which customer type buys more (qty of products)
3. In which time of the day do the branches experience highest number of customers.
4. Gender distribution per branch

Calculation

* COGS (cost of goods sold) = unit price \* quantity
* VAT = 5% \* COGS 🡪 VAT is added to the COGS and that is the final amount billed to the customer
* Total gross sales = VAT + COGS
* Total gross Profit = Total gross sales – COGS