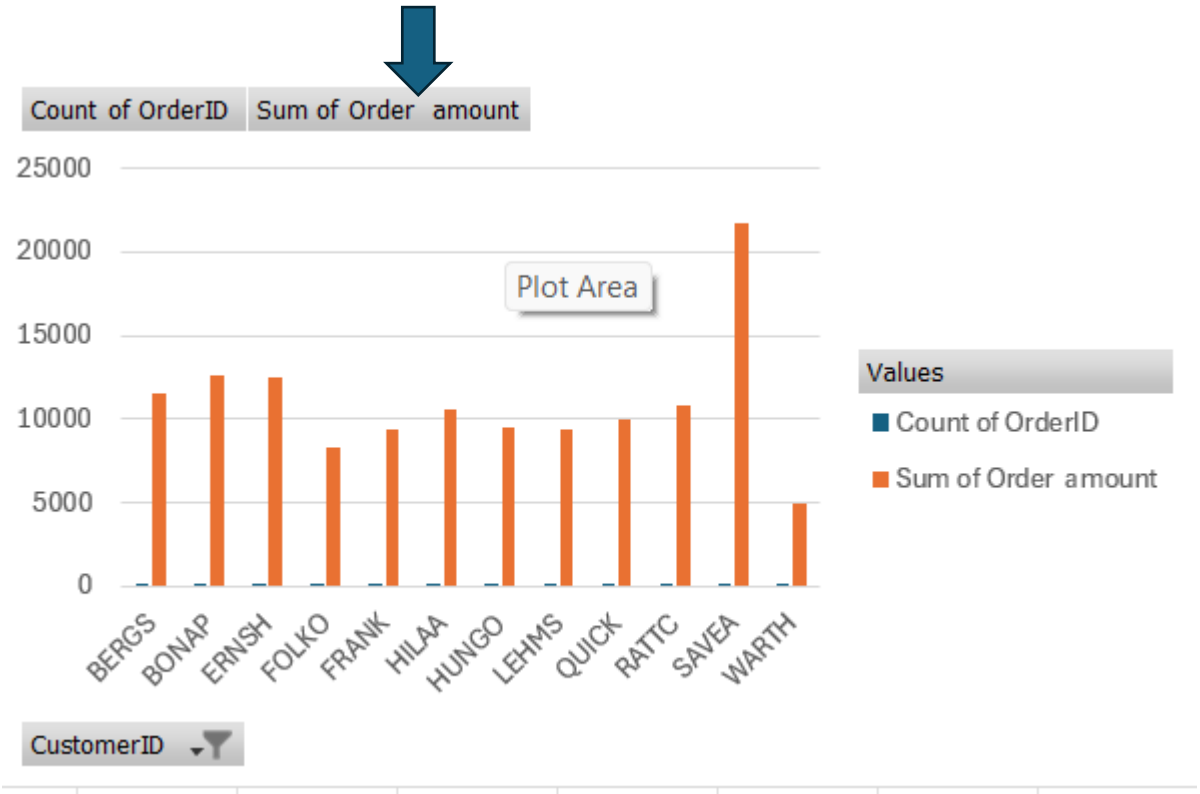
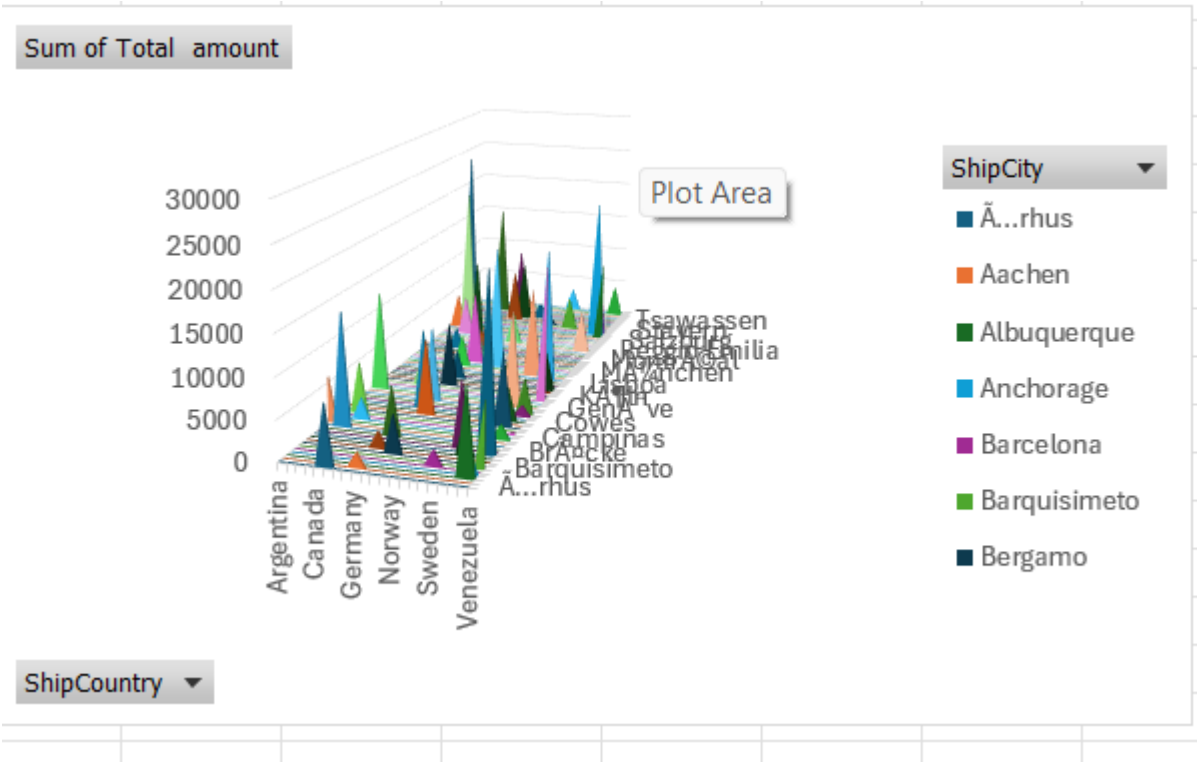
1. What is the average number of orders per customer? Are there high-value repeat customers?

Row Labels	Count of OrderID	Sum of Order amount
BERGS	18	11590.2
BONAP	17	12607.74
ERNSH	30	12541.2
FOLKO	19	8348.15
FRANK	15	9417.4
HILAA	18	10612.4
HUNGO	19	9534.2
LEHMS	15	9351.1
QUICK	28	9949.85
RATTC	18	10823.3
SAVEA	31	21759.9
WARTH	15	4930.2
Grand Total	**243**	**131465.64**

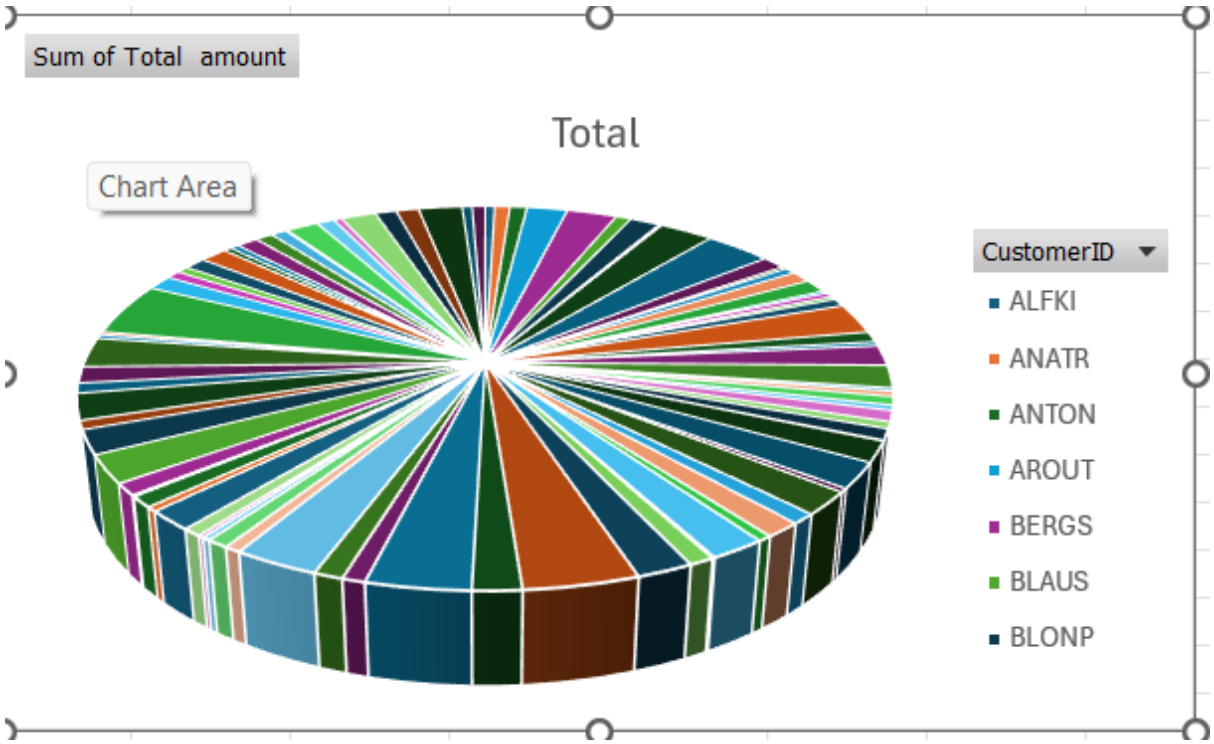


2. How do customer order patterns vary by city or country?

```
SELECT
Country,
COUNT(*) AS NumberOfOrders,
SUM(OrderAmount) AS TotalRevenue,
AVG(OrderAmount) AS AvgOrderAmour
FROM
Orders
GROUP BY
Country
ORDER BY
```

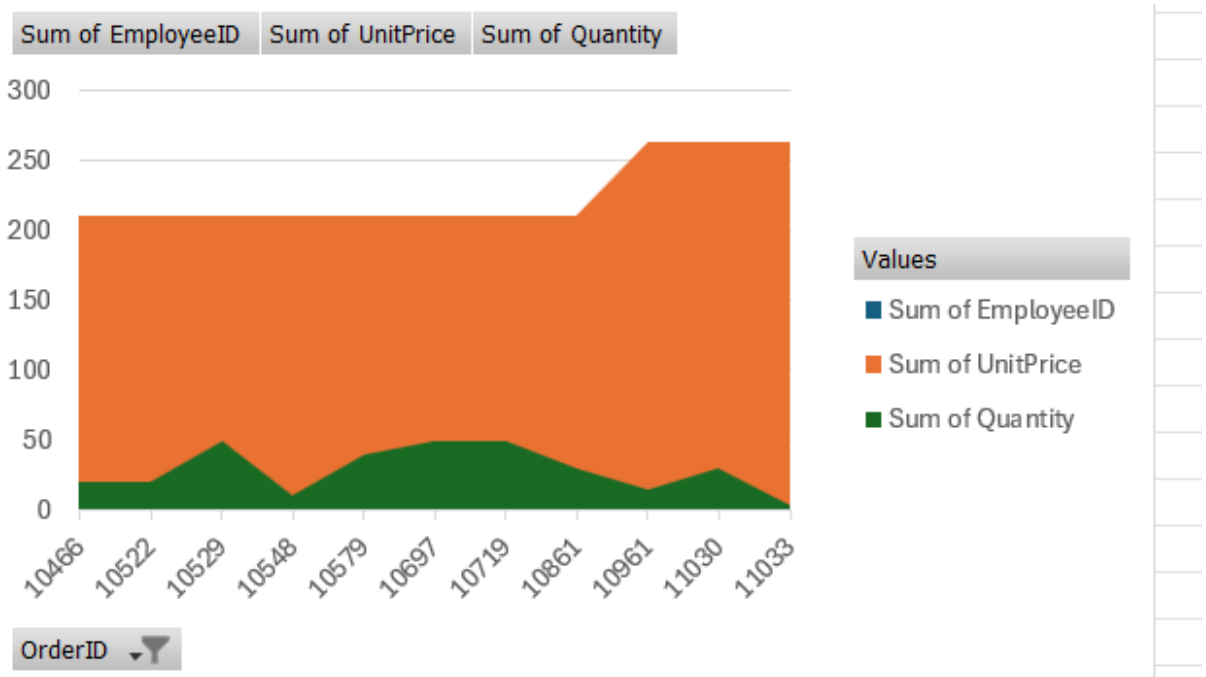


3. Can we cluster customers based on total spend, order count, and preferred categories?

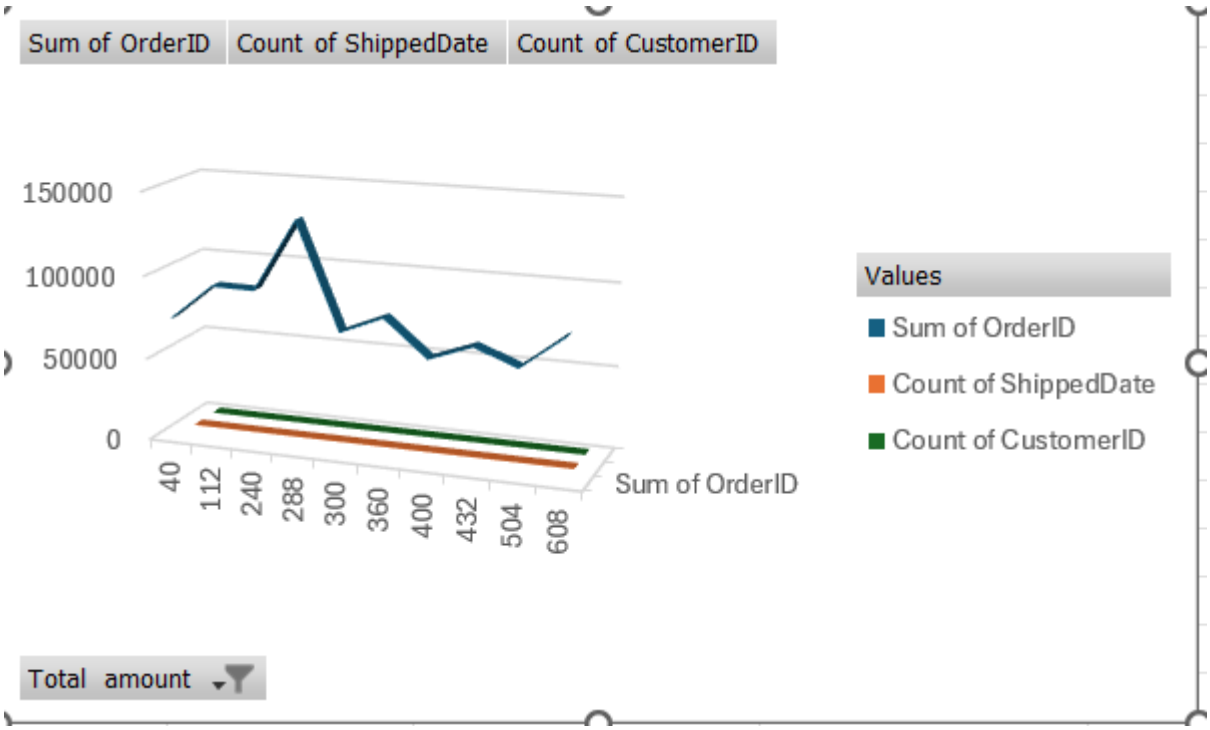


4. Which product categories or products contribute most to order revenue? 5 .Are there any correlations between orders and customer location or product category?

```
SELECT
category,
product_id,
SUM(price * quantity) AS total_revenue,
COUNT(DISTINCT order_id) AS order_count
FROM order_items
GROUP BY category, product_id
ORDER BY total_revenue DESC
LIMIT 10;
```

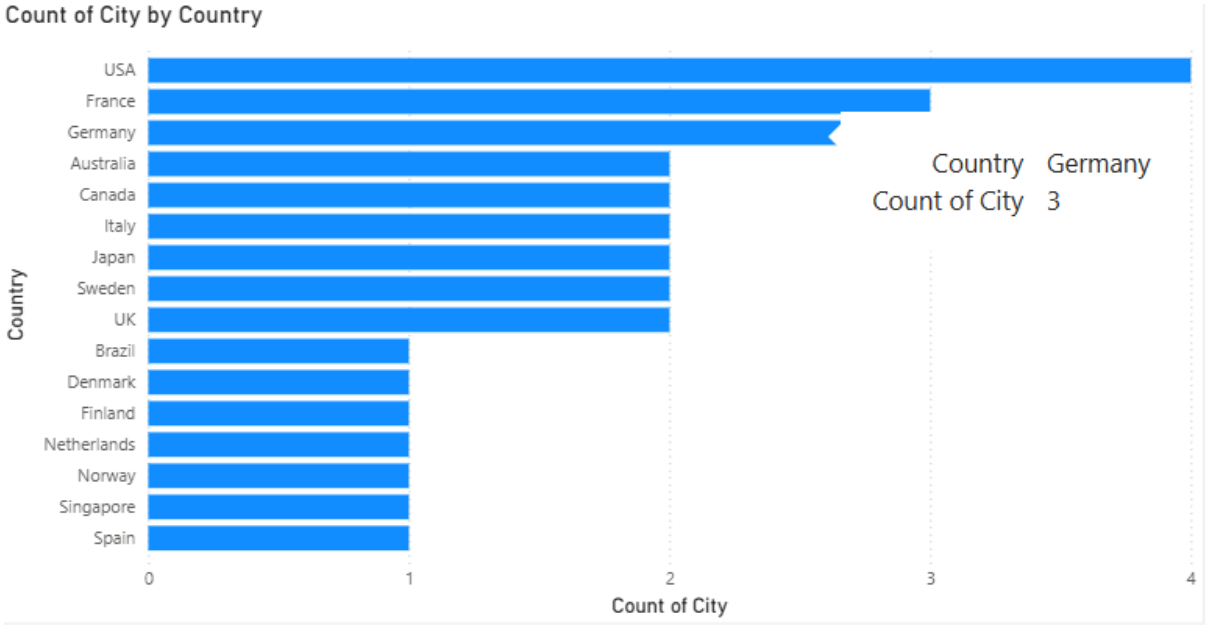


5. How frequently do different customer segments place orders?

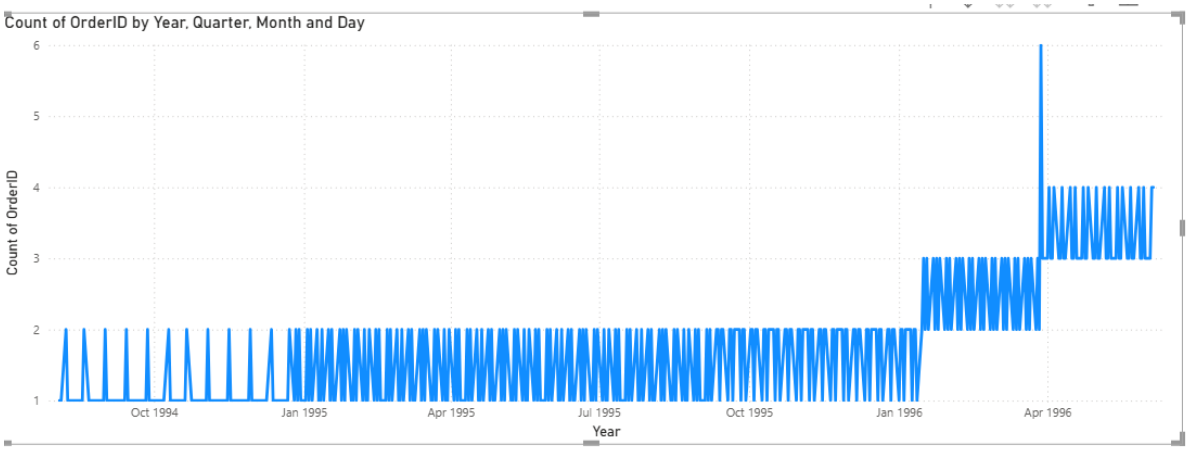


EDA

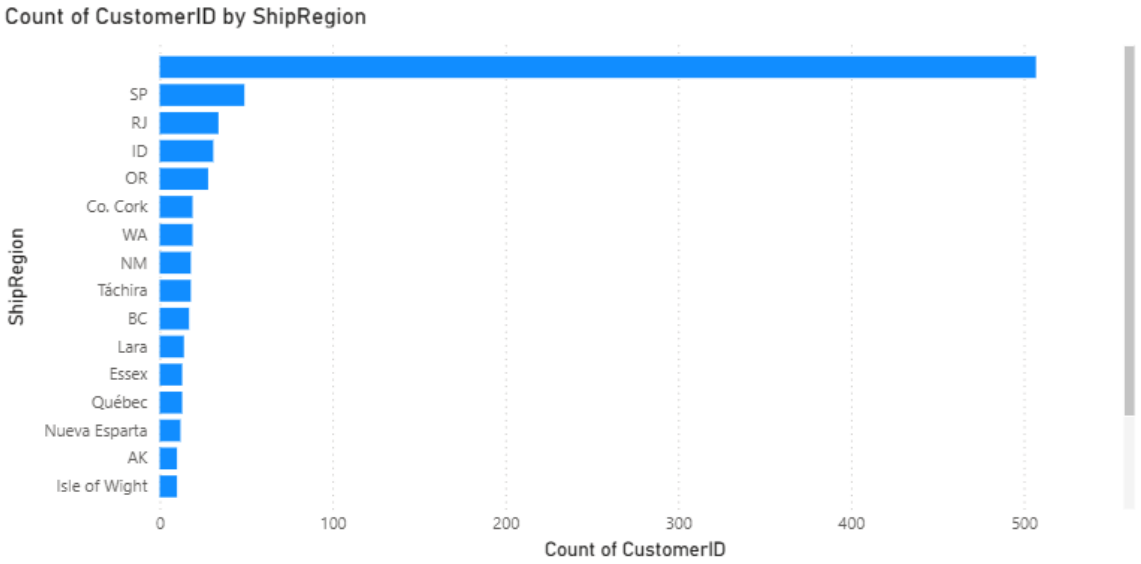
1. How does customer distribution vary across different countries or cities? Use bar chart or map to visualize.



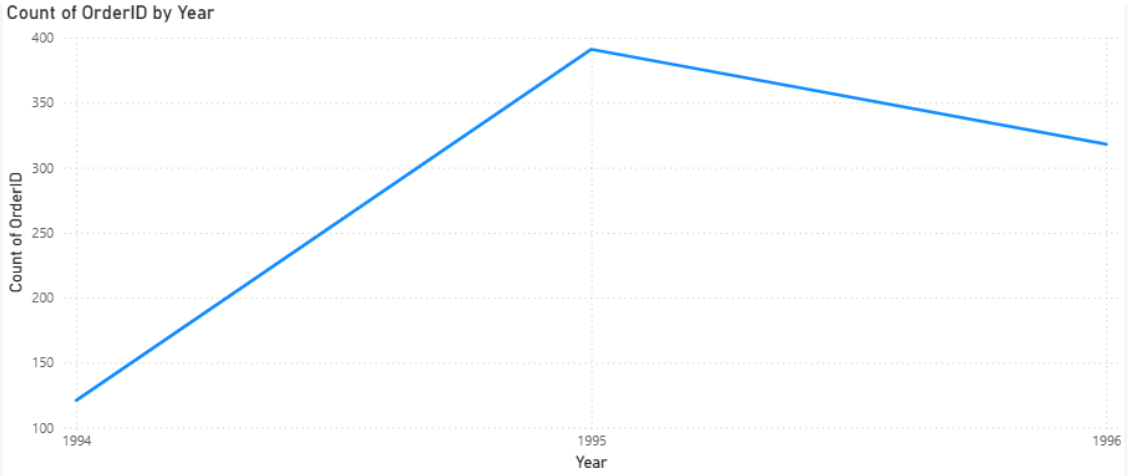
2. What is the trend in customer orders over time? Use line chart or area chart to visualize.



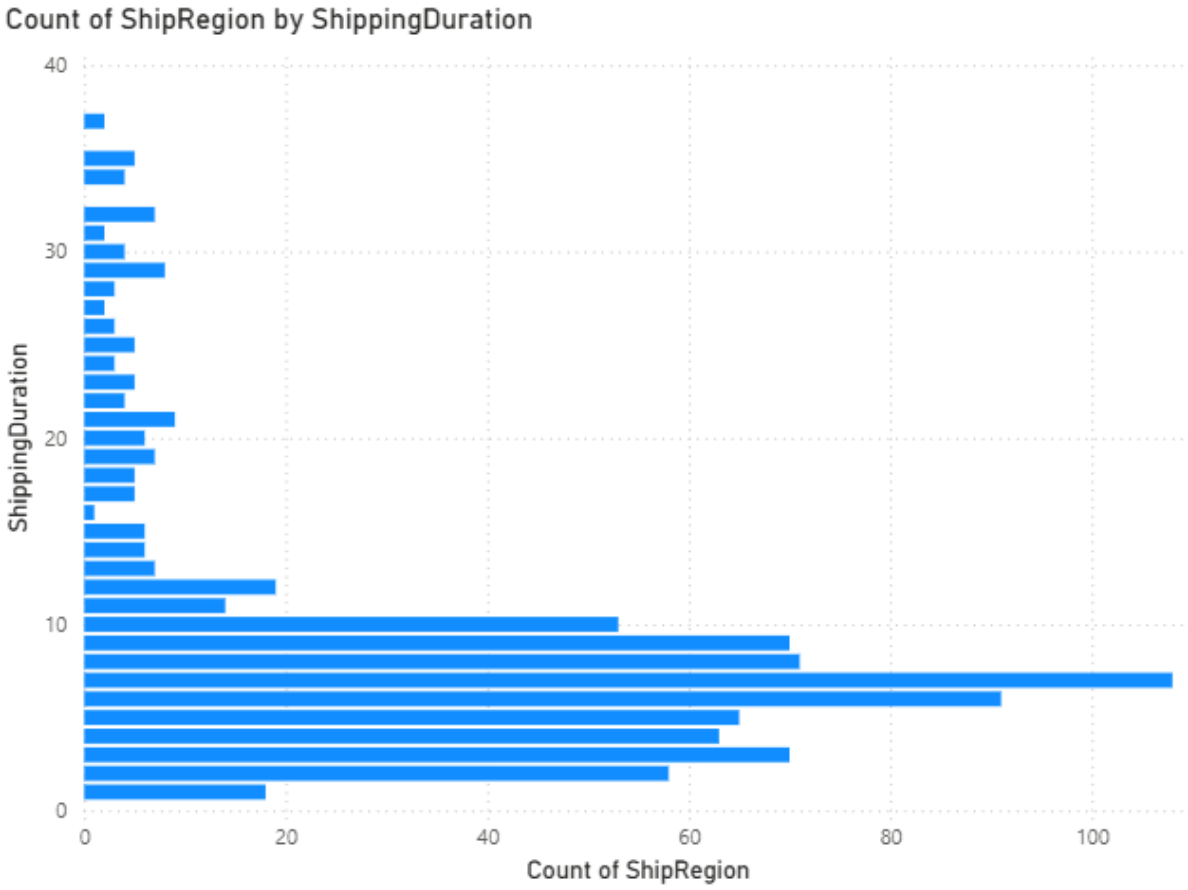
3. What is the distribution of customers by Contact Title or Region? Use stacked bar chart or pie chart to visualize.



4. How does order volume change over time? Use line chart or stacked bar chart to visualize.



5. What is the average order shipping duration? Use bar chart or box plot to visualize.


Count of ShipRegion by ShippingDuration
ShippingDuration
40
30
20
10
0
0
20
40
60
80
100
Count of ShipRegion