

## 1. Order Management and Fulfillment

- **How long are we taking, on average, to deliver an order from the time a customer places it?**  
I want to understand if there are any delays in our delivery process and where we can speed things up.
- **What percentage of our deliveries are arriving after the estimated delivery date?**  
If we're consistently delivering late, that's going to hurt customer satisfaction. I need to know how often this happens.
- **Are there certain cities or regions where our deliveries are consistently delayed?**  
If specific areas are a problem, we need to work on improving logistics there or communicate better with customers in those locations.
- **How many of our orders are getting canceled or returned, and why is that happening?**  
I want to get a handle on returns and cancellations. Are they due to product quality, customer dissatisfaction, or shipping issues?
- **How quickly are we approving orders after they are placed?**  
If there's a significant delay between a purchase and approval, we need to investigate why and fix it to avoid slowing down shipping.

## 2. Sales Performance

- **Which product categories are bringing in the most revenue for us?**  
Knowing this will help me focus our marketing efforts and ensure we're stocking the right products.
- **Which of our sellers are driving the most sales?**  
I want to identify our top-performing sellers so we can build stronger partnerships with them.
- **How do our customers prefer to pay, and is there a dominant payment method?**  
Understanding payment preferences can help us make the checkout process smoother and maybe offer more of what customers prefer.
- **Are there any specific product categories that are performing better in some states compared to others?**  
If certain products sell better in certain regions, we can tailor our inventory and marketing strategies for those areas.
- **How are our order volumes trending over time?**  
I want to see if our sales are increasing or if we need to ramp up our efforts during certain periods to boost orders.
- **What's our average revenue per order, and how does that vary depending on where the customer is located?**  
If there are significant regional differences, we might need to adjust our pricing or promotional efforts in certain areas.

### 3. Customer Behavior and Segmentation

- **Who are our most loyal customers, and how often do they make purchases?**  
I'd like to know who our repeat buyers are so we can reward them or tailor offers to keep them coming back.
- **What's the average order value per customer, and how does it change depending on the payment method they use?**  
Are customers spending more with certain payment options? I want to know if payment choice impacts how much they buy.
- **Which cities or regions are home to most of our customers?**  
If we know where our customers are concentrated, we can focus marketing efforts and improve delivery options in those areas.
- **What product categories are the most popular in different regions?**  
I need to understand local preferences so we can make sure the right products are stocked and marketed in the right places.

### 4. Logistics and Shipping

- **How does the weight of a product affect our shipping costs?**  
I want to know if we need to adjust our shipping fees based on product weight to avoid losing money on heavier items.
- **Which products or categories are causing the most shipping delays?**  
If certain items are consistently causing delays, we need to figure out why and see if there's anything we can do about it.
- **How close are we cutting it with our shipping deadlines?**  
I want to see how often we're delivering right at the limit or going beyond the promised shipping dates, so we can improve where needed.

### 5. Payment and Transaction Analysis

- **How many customers are using installment payments, and is this impacting our total revenue?**  
If installment payments are driving more sales, we may want to promote this option more aggressively.
- **Does the type of payment our customers choose impact the average order value?**  
I want to see if customers spend more or less depending on the payment type, and if there's anything we can do to encourage higher-value transactions.
- **Which sellers are offering the most installment options, and are they seeing more sales because of it?**  
If some sellers are seeing higher sales by offering installment plans, we might want to encourage more sellers to adopt this.

### 6. Supply Chain Efficiency

- **Which of our sellers are consistently shipping on time?**

I want to identify the sellers we can rely on so we can prioritize working with them and improve our overall shipping times.

- **How does our freight cost vary across different regions and product categories?**

If shipping is more expensive in certain areas or for certain products, we need to see if we can optimize our logistics or adjust pricing accordingly.