**Feature Engineering Questions**

**High Priority (Critical to Business Insights and Decision-Making)**

1. What is the lifetime value of each customer based on their total purchases across all transactions?
2. Which customers are at risk of churn, based on how long it’s been since their last purchase?
3. Which customers can be classified as loyal, based on their number of purchases and recent activity?
4. How frequently does each customer make a purchase, and how can this data help identify loyal customers?
5. What is the average amount each customer spends per transaction, and how can this influence personalized marketing strategies?
6. What proportion of a customer’s purchases have been returned, and how does this affect their overall value to the business?
7. How many customers make repeat purchases, and how does this affect overall sales growth?

**Medium Priority (Important for Targeted Marketing and Optimization)**

1. What is the average time between each customer’s purchases, and can we use this to predict their next purchase?
2. What is each customer’s preferred product category, and how can we use this information to recommend relevant products?
3. What is the average rating given by each customer to the products they purchase, and what does this say about their satisfaction?
4. How often do customers take advantage of discounts, and how does discount usage impact their purchasing behavior?

**Low Priority (Supplementary for Understanding Behavior)**

1. How many transactions has each customer completed, and how does this correlate with their overall engagement with the platform?
2. During which months or seasons do customers make the majority of their purchases, and how can this guide seasonal marketing efforts?
3. What payment method does each customer prefer, and how does this influence their purchasing decisions?
4. What is the average number of days between returns for customers, and how can this help in creating a more efficient return policy?