**CASE STUDY**

1. Customer Segmentation

How can we analyze customer segments by joining the Customers and Orders tables?

What are the total sales and average order values for each customer segment?

2. Sales by Region

What insights can we derive about sales performance across different regions by joining the Orders and Returns tables?

How do return rates vary by region, and what impact does that have on overall sales?

3. Product Performance

What is the relationship between product categories and sales figures when joining the Orders and Products tables?

Which product categories show the highest sales, and how do they perform in terms of profitability?

4. Time Analysis

How can we analyze sales trends over time by joining Orders with the Shipments data?

What patterns emerge in monthly sales figures, and how do they correlate with shipping delays?

5. Discount Impact

How do discounts affect sales when joining the Orders and Discounts tables?

What is the relationship between discount percentages and total sales volume?

6. Customer Loyalty

How can we identify loyal customers by joining the Customers and Orders tables?

What percentage of sales comes from repeat customers, and how does this vary by region?

7. Sales vs. Inventory

What insights can we gain by joining the Products and Inventory tables?

How does inventory level affect sales performance, and are there any products that consistently run low on stock?

8. Performance by Ship Mode

How can we analyze the impact of different shipping methods on sales by joining Orders and Shipping tables?

Which shipping modes yield the highest sales, and are there any trends in shipping costs?

9. Time to Resolve Returns

What is the average time to resolve returns when joining the Returns and Shipments tables?

How does the resolution time for returns affect customer satisfaction and future purchasing behavior?

10. Profitability Analysis

How can we assess the profitability of different products by joining the Orders, Products, and Returns tables?

What are the most profitable products, and how do returns affect their overall profitability?