**Customer Behavior & Purchasing Patterns:**

Analyze repeat purchases and customer retention rates.

Identify high-value customers based on purchase frequency and order value.

Understand payment preferences (UPI, card, cash, etc.).

**Operational Efficiency:**

Assess order fulfillment times and delays.

Identify patterns in high-demand locations.

Evaluate peak ordering hours and delivery efficiency.

**Price & Discount Effectiveness:**

Analyze the impact of discounts and promotions on sales volume.

Determine price elasticity for various product categories.

**Inventory & Supply Chain Optimization:**

Identify frequently out-of-stock items.

Predict demand for better stock planning.

Track supplier performance and product availability.