**Question 1:**

1. AOV is defined as revenue per total number of orders or checkouts. The above value that is calculated is total sales per customer, not AOV which is total sales per order. The value of AOV for this data is $357.92. [=SUM(D2:D5001)/SUM(E2:E5001)]
2. Another important metric to consider is RPV (Revenue Per Visitor). It is defined as the total revenue per total unique visitor checkouts.
3. The value of RPV is $3145.13.

**Question 2:**

1. 54 orders where shipped by Speedy Express.

Code:

SELECT COUNT(\*) FROM Orders

INNER JOIN Shippers ON Orders.ShipperID=Shippers.ShipperID where ShipperName='Speedy Express';

1. Peacock is the last name of the employee with most orders.

CODE:

SELECT MAX(OrderCount), EmployeeID, LastName

FROM(

SELECT COUNT(Orders.OrderID) as OrderCount, Orders.EmployeeID, Employees.LastName FROM [Orders]

INNER JOIN Employees ON Orders.EmployeeID=Employees.EmployeeID

GROUP BY Orders.EmployeeID)

1. Gorgonzola Telino having ProductID 31 was ordered the most by customers in Germany

CODE:

SELECT MAX(CustomerID), ProductID

FROM (SELECT COUNT(Customers.CustomerID) as CustomerID, OrderDetails.ProductID FROM [Orders]

INNER JOIN Customers ON Orders.CustomerID=Customers.CustomerID

INNER JOIN OrderDetails ON Orders.OrderID=OrderDetails.OrderID WHERE Customers.Country = 'Germany'

GROUP BY OrderDetails.ProductID);