**Questions:**

1. **Data Warehouse Design**:
   * Design a star schema for an e-commerce platform using the provided raw data. Identify the fact and dimension tables.
2. **ETL Process**:
   * Write an ETL (Extract, Transform, Load) process to load data from the provided Excel sheets into a data warehouse. Provide SQL scripts for the transformation and loading steps.
3. **Data Analysis**:
   * Write SQL queries to answer the following questions:
     1. Total sales amount per product category.
     2. Top 3 customers based on total purchase amount.
     3. Monthly sales trend for the first quarter of 2024.
     4. Total quantity sold per store.
4. **Performance Optimization**:
   * Describe how you would optimize the performance of the data warehouse for faster query execution.
5. **Reporting**:
   * Create a report that shows the sales performance (total amount and quantity sold) by store and product category for the given data.