**QUESTION**

1. **Customer Demographic Analysis**:   
   How does the purchasing behaviour vary across different age groups? Which age group contributes the most to total sales, and what products are they purchasing the most?
2. **Gender-Based Sales Analysis**:   
   Analyse the difference in purchasing behaviour between male and female customers. Which gender is spending more, and are there specific product categories that are more popular among each gender?
3. **City-Wise Sales Distribution**:   
   How do sales vary across different city categories (A, B, C)? Identify the highest and lowest performing cities and explore possible reasons behind this variation.
4. **Occupation and Purchasing Patterns**:   
   Investigate how occupation influences purchasing behavior. Are there certain occupations that tend to spend more, and if so, on which categories?
5. **Impact of Marital Status on Sales**:   
   Analyze how marital status affects purchase decisions. Are single or married customers spending more, and in which product categories?
6. **Stay Duration Impact**:   
   Does the number of years a customer has stayed in their current city impact their purchasing behavior? Compare the average spending across different stay durations.
7. **Product Category Analysis**:   
   Identify the top-performing product categories in terms of revenue. What are the characteristics of these categories, and which demographics are contributing the most to their sales?
8. **High-Value Customer Identification**:   
   Define and identify high-value customers based on their total purchases. What are the common traits (age, gender, occupation, etc.) among these customers?
9. **Sales Correlation Analysis**:   
   Perform a correlation analysis between different demographic factors (age, gender, occupation, etc.) and purchase amounts. Which factors are most strongly correlated with higher spending?
10. **Trend Analysis Over Time**:   
    If the dataset includes timestamps or can be split into different time periods, analyze how sales trends have changed over time. Are there any noticeable patterns or shifts in customer behavior?
11. **Product Popularity by Demographics**:   
    For each product category, identify the most popular products among different demographic segments (age, gender, city, etc.).
12. **Purchasing Habits by City Category**:   
    Compare the purchasing habits of customers from different city categories (A, B, C). Are there significant differences in the types of products bought or the average spending?