1. What are the sales trends of the retailers year over year from 2017 to 2020? (Decrease or Increase)
2. What are the sales trends of the retailers year over year from 2017 to 2020 based on each state, and each item category?

=> Which state had the highest number of sales on a yearly basis?

=> Which top 10 items category has the highest number of sales in that state?

1. How many were the average number of orders per year and in every state? Every customer?
2. What is each retailer’s market share compared to their competitors in each state or item category?
3. What are the profit margin for each item and every retailer? Has it moved recently?
4. What are the top 10 items that customers buy the most every year? In each state each year? Is there any change in customer preference and customer behaviour from year to year?
5. What are the top 10 profitable customers? Which state do they come from?
6. What percentage of each item category gets returned? How returns can affect retailers?
7. What percentage of customers return 100% of what they purchase?
8. What percentage of loyal customers return products with a return rationale under every retailer’s control? (damaged, differs from web description or wrong items)
9. What customers have each retailer lost from year one year? How will each retailer have marketing strategies for customer retention instead of customer acquisition?
10. How does the retailer’s pricing strategy to different companies? Their competitors?
11. How does the retailer’s marketing (discount or promotional) strategy to distinct companies? Their competitors? Does the number of sales change through each of these marketing strategies?
12. Once you consider all costs including returns, which marketing initiatives, promotions and customer segments are the most profitable?
13. Which warehouses have we over or under-allocated for our most profitable products?
14. Given inventory levels, profitability, review ratings, time on site, fragmentation and competition, for which items do we need to consider a price reduction?
15. For an overstocked product, does price reduction lead to a more profitable action?
16. Which products require a pricing reduction due to lower competitive prices?