Business Questions To Answer:

Product Analysis

1. What is the count of distinct product lines in the dataset?

2. Which product line has the highest sales?

3. Which product line generated the highest revenue?

4. Which product line incurred the highest Value Added Tax (VAT)?

5. For each product line, add a column indicating "Good" if its sales are above average, otherwise "Bad."

6. Which product line is most frequently associated with each gender?

7. Calculate the average rating for each product line.

Customer Analysis

1. What is the count of distinct customer types in the dataset?

2. Which customer type occurs most frequently?

3. Identify the customer type with the highest purchase frequency.

4. Identify the customer type contributing the highest revenue.

5. Determine the predominant gender among customers.

6. Examine the distribution of genders within each branch.

7. Identify the customer type with the highest VAT payments.

8. Identify the time of day when customers provide the most ratings.

9. Determine the time of day with the highest customer ratings for each branch.

10. Identify the day of the week with the highest average ratings.

11. Determine the day of the week with the highest average ratings for each branch.

Sales Analysis

1. What is the count of distinct cities in the dataset?

2. For each branch, what is the corresponding city?

3. Which payment method occurs most frequently?

4. How much revenue is generated each month?

5. In which month did the cost of goods sold reach its peak?

6. In which city was the highest revenue recorded?

7. Identify the branch that exceeded the average number of products sold.

8. Count the sales occurrences for each time of day on every weekday.

9. Determine the city with the highest VAT percentage.