TASK SHEET 3

1. Discount Impact:

How do sales vary during discount periods vs. non-discount periods (if discount data is available)?

1. Returns Analysis:

Are there any patterns in order returns (if return data is available)?

1. Customer Lifetime Value:

What is the estimated customer lifetime value for repeat customers?

1. Order Lead Time:

What is the average lead time between placing an order and receiving it (if delivery data is available)?

1. Customer Acquisition:

How many new customers are acquired each month?

1. Product Lifecycle:

How do sales trends evolve over the lifecycle of a product?

1. Inventory Management:

How do sales forecasts compare with actual sales to manage inventory?

1. Market Basket Analysis:

What are the most frequently purchased product pairs?

1. Geospatial Analysis:

How can you visualize sales on a map to identify geographical patterns?

1. Promotion Analysis:

How do different marketing promotions impact sales?

1. Order Size Distribution:

What is the distribution of order sizes (i.e., number of items per order)?

1. Trend Analysis:

Are there any noticeable trends over time (e.g., increasing or decreasing sales)?

1. Churn Analysis:

How many customers make a single purchase vs. repeat purchases?

1. Customer Feedback:

How do customer reviews and ratings correlate with sales (if feedback data is available)?

1. Sales by Payment Method:

How do sales vary by different payment methods (if payment data is available)?

1. Order Completion Time:

What is the average time taken to complete an order from placement to delivery?

1. Cross-Sell Analysis:

What products are frequently bought together, indicating cross-selling opportunities?

1. Heatmap Analysis:

How can you use a heatmap to visualize the correlation between different numerical variables?

1. Year-over-Year Analysis:

How do sales compare year-over-year?

1. Regression Analysis:

Can you build a regression model to predict future sales based on historical data?