1. **Customer Behavior Analysis:**
   * Identify purchasing patterns by analyzing the frequency and timing of orders.
   * Segment customers based on their purchasing history and location.

Based on Payment type, location, review --average, and total revenue for each segment

Define Segments Based on history

1. **Sales Performance Analysis:**
   * Calculate total sales per category, seller, or region.
   * Analyze the sales trends over time to identify peak seasons.
2. **Product Analysis:**
   * Determine the most and least popular products based on the number of orders.
   * Analyze product ratings and reviews to gauge customer satisfaction.
3. **Inventory Management:**
   * Monitor stock levels by comparing the number of orders with the inventory.
   * Predict future inventory requirements based on historical sales data.
4. **Logistics Optimization:**
   * Analyze shipping data to identify delays and their causes.
   * Calculate average delivery times and find ways to optimize them.
5. **Payment Analysis:**
   * Assess the popularity and reliability of different payment methods.
   * Identify patterns in payment method choice relative to customer demographics.
6. **Geographical Analysis:**
   * Map out sales distribution across different regions.
   * Identify potential new markets based on customer locations and order frequencies.
7. **Time Series Analysis:**
   * Forecast future sales using historical data.
   * Analyze seasonal effects on sales.
8. **Supplier Analysis:**
   * Evaluate supplier performance based on fulfillment times and order accuracy.
   * Identify suppliers with the highest impact on your business.
9. **Marketing Analysis:**
   * Measure the effectiveness of different marketing campaigns.
   * Analyze the return on investment (ROI) for various marketing strategies.