**SQL for Business Intelligence:**

**Analysing Bike Store Data Across Key Operational Areas**

**Customer behaviour insights**

1. Total number of customers?
2. How many customers are from each state?
3. Who are the top 10 customers based on the total amount spent?
4. What is the average number of orders placed per customer?
5. Which customers have placed the highest number of orders?
6. Which customers have the highest quantity of products in a single order?
7. What percentage of customers are from states with active stores and what percentage of customers are not from states with active stores?
8. How many customers are repeat customers?

**Sales, revenue and discount analysis**

1. What is the total revenue generated?
2. What is the revenue generated by each store?
3. What is the total revenue for each brand?
4. What is the total revenue generated each year?
5. What is the total revenue generated each month?
6. What is the average revenue per order?
7. Which 5 products have contributed the most to total revenue?
8. What is the average discount rate and the maximum and the minimum discount rate?
9. What is the average discount for each brand?
10. How many orders had no discount applied?
11. What is the average discount provided for each store?
12. What percentage of total revenue is from discounted orders?
13. Which product category has the highest average discount per order?

**Inventory and stock management**

1. Which stores have the highest stock levels for each product?
2. Which products are out of stock in all stores?
3. How many unique products are available in each store?
4. Which stores have the lowest average product quantity in stock?
5. What is the total value of inventory in each store?
6. Which products are only available in one store?
7. What is the stock count for each brand across all stores?
8. Which categories have the lowest stock levels across all stores?
9. How many stores have fewer than 10 units in stock for any product?
10. What is the most stocked product across all stores?

**Order fulfilment analysis**

1. What percentage of orders were shipped on time and how many were late?
2. What is the average shipping time (order\_date to shipped\_date) for each store?
3. What is the longest delay in shipping?
4. How many orders were cancelled, and what is their total value?
5. What is the fulfilment rate (orders shipped vs. total orders) for each store?
6. What is the average quantity of items in an order?
7. How many orders contain items from multiple product categories?

**Brand/Product/Category analysis**

1. What is the total revenue for each product category?
2. Which products have never been ordered?
3. What is the average list price of products in each category?
4. How many products are associated with each brand?
5. What are the top 5 categories based on the number of orders placed?
6. Which product has the highest average discount applied?
7. What is the total revenue generated for each category?

**Time-based analysis**

1. What is the monthly revenue trend for each store?
2. What is the total revenue generated in each quarter?
3. What is the revenue trend for the top 3 product categories over the past year?
4. Which months have the highest number of orders?
5. What is the average shipping delay by month?
6. What is the total revenue for each year?
7. How has the average order size changed over the years?

**Miscellaneous questions**

1. What is the total revenue contributed by repeat customers vs. new customers?
2. Which state has the highest revenue per customer?
3. What is the average time between a customer's first and last order?
4. How many customers order products from multiple brands?
5. Which combination of product and category generates the highest revenue?
6. How many orders contain only one product?
7. Which product category has the fastest shipping times?
8. How does the average discount vary across different stores?
9. What is the customer retention rate (customers ordering in multiple years)?
10. What is the revenue contribution of customers who order only once?