* Sales Performance

1. What are the overall sales trends over time (monthly, quarterly, yearly)?
2. Which product categories and sub-categories generate the most revenue?
3. What are the top 10 best-selling products and the least-selling products?
4. How does the sales performance differ across regions, states, and cities?
5. What is the sales contribution of each customer segment (Consumer, Corporate, Home Office)?

* Customer Insights

1. Which customers make the highest number of purchases (frequency)?
2. Who are the top customers by total sales (monetary value)?
3. When did customers last make a purchase (recency)?
4. What are the distinct customer segments based on purchasing behavior using RFM analysis?
5. What is the lifetime value of key customers, and how can it be increased?

* Shipping and Logistics

1. Which shipping mode (Standard, Second Class, etc.) is used the most, and how does it affect sales?
2. What is the average delivery time from order date to shipping date across different regions?
3. Are certain shipping modes correlated with higher sales volumes?
4. Does faster shipping increase sales for specific products or customer segments?

* Geographical Analysis

1. Which regions, states, or cities have the highest and lowest sales?
2. Which regions prefer specific product categories (e.g., Technology in the West, Furniture in the South)?
3. What are the regional trends in shipping mode preferences?

* Profitability and Discounts

1. What is the impact of offering discounts on overall sales and profit margins?
2. Which products or categories are the most profitable?
3. How does customer segment profitability differ by product category?

* Time Series and Forecasting

1. Are there seasonal patterns or trends in sales based on the order dates?
2. How does the frequency of orders change over time for different customer segments?

* Market Basket Analysis

1. Which products are often bought together, and what cross-selling opportunities exist?
2. What are the most common product bundles purchased by high-value customers?

* Operational Efficiency

1. What is the average time taken to process an order, and how does this vary across regions or shipping modes?
2. Are there delays in shipping or order fulfillment for specific products or regions?