**Who are the most valuable customers based on Recency, Frequency, and Monetary (RFM) metrics, and how can they be targeted to maximize revenue and profitability?**

What is the sales contribution of top customer segments (e.g., loyal, high-frequency customers)?

Which product categories are most frequently purchased by the highest-value customers?

How can cross-selling and up-selling be optimized based on customer purchasing patterns?

What is the impact of shipping modes and delivery times on customer retention?