Insights for online retail

What is our total revenue, total orders, and total quantity sold this year?

How has sales performance changed over time (daily, monthly, yearly)?

Which months or periods bring in the most revenue?

What is our average order value (AOV)?

Are we growing compared to last year?

Which hours or days of the week drive the most transactions?

Which countries generate the highest sales revenue?

How many unique customers do we have in each country?

Which countries show strongest sales growth over time?

Are there countries with high volume but low revenue (indicating low prices)?

Where should marketing or logistics efforts be prioritized geographically?

Which products sell the most units?

Which products generate the most revenue?

What are the most and least profitable items?

Which product categories are growing or declining?

Which products have the highest return rates or negative quantities?

Are there pricing trends among top products (premium vs low-cost items)?

How many unique customers did we have?

Who are our top customers by spending?

What is the average spending per customer?

What portion of customers are new vs returning?

How often do customers return to purchase again?

What is our customer lifetime value (CLV) distribution?

Do certain customers or groups show higher loyalty or return patterns?
What are the monthly and quarterly sales trends?

Are there seasonal peaks ?

How do sales in 2010–2011 compare with 2009–2010?

Which months show growth or decline in revenue or orders?

Are product sales consistent across months, or do some fluctuate heavily?

What is our total number of returns and return rate (%)?

Which products or categories have the highest number of returns?

Are certain countries or customers responsible for most returns?

Is there a time period when returns spike?

How do returns impact total revenue?

What are our best markets, products, and customers?

Where are we losing revenue (returns, seasonality dips, low-margin items)?

How can we forecast next quarter's sales based on past trends?