SQL Project
Grocery Sales Analysis

Objectives :

This Project examines grocery sales patterns, customer satisfaction, and inventory control through key performance metrics, aiming to reveal practical insights. The goal is to identify strategies that drive efficiency, enhance customer experience, and support sustainable growth.

KPI's Requirements

1. **Total Sales**: The overall revenue generated from all items sold.

2. **Average Sales**: The average revenue per sale.

3. **Number of Items**: The total count of different items sold.

4. **Average Rating**: The average customer rating for items sold.

Business Requirements:
Chart's Requirements

1. Total Sales by Fat Content:

Objective: Analyze the impact of fat content on total sales.
Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

2. Total Sales by Item Type:

Objective: Identify the performance of different item types in terms of total sales.
Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with item type

3. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets segmented by fat content.
Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with Total Sales.

4. Total Sales by Outlet Establishment:

Objective: Evaluate how the age or type of outlet establishment influences total sales.
Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with Outlet Establishment:

5. Percentage Sales by Outlet Size:
Objective: Analyze the correlation between outlet size and total sales.
Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with Outlet Size

6. Sales by Outlet Location:

Objective: Compare total sales across different outlets segmented by Outlet Location.
Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with Total Sales..

7. All Matrics by Outlet Type:

Objective: Evaluate how the age or type of outlet establishment influences total sales.
Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with Outlet Type.

Thank You

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