# 🛍️ Retail Sales Insights (SQL Project)

## 📌 Overview

This SQL project analyzes a fictional retail dataset to uncover insights into sales, profit trends, product performance, and customer behavior. It simulates the kind of business intelligence tasks a data analyst would perform.

## 🎯 Objectives

- Calculate KPIs like total sales, profit, and returns

- Identify top-performing products and regions

- Analyze monthly and yearly sales trends

- Segment customers by profitability

## 🧰 Tools Used

- MySQL Workbench

- Dataset: [Superstore Sales Dataset](https://www.kaggle.com/datasets/vivek468/superstore-dataset-final)

## 📊 Key Insights

- The \*\*Western region\*\* had the highest profit overall.

- \*\*Customer Segment\*\* had the highest profitability.

- \*\*Technology\*\* was the most profitable category in total sales and total profit.

- A small number of \*\*products drive most sales\*\*.

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