**Retail Sales Analysis Presentation Script**

**Slide 1: Title Slide**

“Hello, my name is Abhijeet Suryawanshi. Today, I will present my Retail Sales Analysis project, where I used MySQL to analyze sales data and generate insights to help business decisions.”

**Slide 2: Project Overview**

“This project aims to analyze retail sales data to identify key trends and business opportunities. I worked with a dataset containing sales transactions with fields like date, customer info, product category, and sales amounts. My main tool was MySQL for querying and data aggregation.”

**Slide 3: Business Questions**

“I focused on answering important business questions such as:

* What are the total sales and profit?
* Which months and categories perform best?
* How does customer age and gender impact sales?
* What are the peak order times and days?”

**Slide 4: Total Sales & Profit Analysis**

“The total sales value over the period was ₹9,08,230, with a total cost of ₹1,89,114. This results in a profit of ₹7,19,116 and a profit margin of about 79.18%, indicating a healthy business profitability.”

**Slide 5: Monthly Sales Analysis**

“Looking at monthly sales, December 2022 was the highest performing month, generating ₹71,880 in sales. Other months like April, August, January also showed good performance, helping us identify seasonal trends.”

**Slide 6: Category-wise Sales**

“Among product categories, Electronics led with ₹3,11,445 in total sales, making it the top category. This suggests a strong customer preference for electronics products.”

**Slide 7: Gender-wise Contribution**

“Analyzing sales by gender, female customers contributed the most with ₹4,63,110 in total sales, highlighting an important customer segment to focus marketing efforts on.”

**Slide 8: Age-wise Purchase Behavior**

“The average purchase amount varied across age groups. For example, customers aged 26 had an average purchase of ₹262, while younger customers had lower average spends. This helps in tailoring promotions based on age demographics.”

**Slide 9: Order Timing Analysis**

“Orders were most frequent during evening hours, especially at 7 PM with 232 orders, followed by 5 PM and 8 PM. This indicates peak shopping hours that could be targeted for campaigns.”

**Slide 10: Day-wise Sales**

“Sunday was the highest sales day with ₹1,52,800, followed by Monday and Saturday. This information can be used to optimize staffing and promotions during busy days.”

**Slide 11: Top Performing Age Group**

“The age group 46+ showed the highest total sales of ₹3,58,735, making them a key customer segment for upselling and loyalty programs.”

**Slide 12: Summary & Key Insights**

“In summary, the analysis identified top product categories, customer segments by gender and age, and peak sales times. These insights can help the company optimize inventory, marketing, and customer engagement strategies.”

**Slide 13: Next Steps / Improvements**

“Next, I plan to develop an interactive dashboard for real-time monitoring and explore predictive models for forecasting sales trends, which will further support data-driven decision-making.”

**Slide 14: Thank You**

“Thank you for your time. I’m happy to answer any questions you have.”