Bookstore Sales Analysis Using SQL

Data Exploration | Insights | Business Impact

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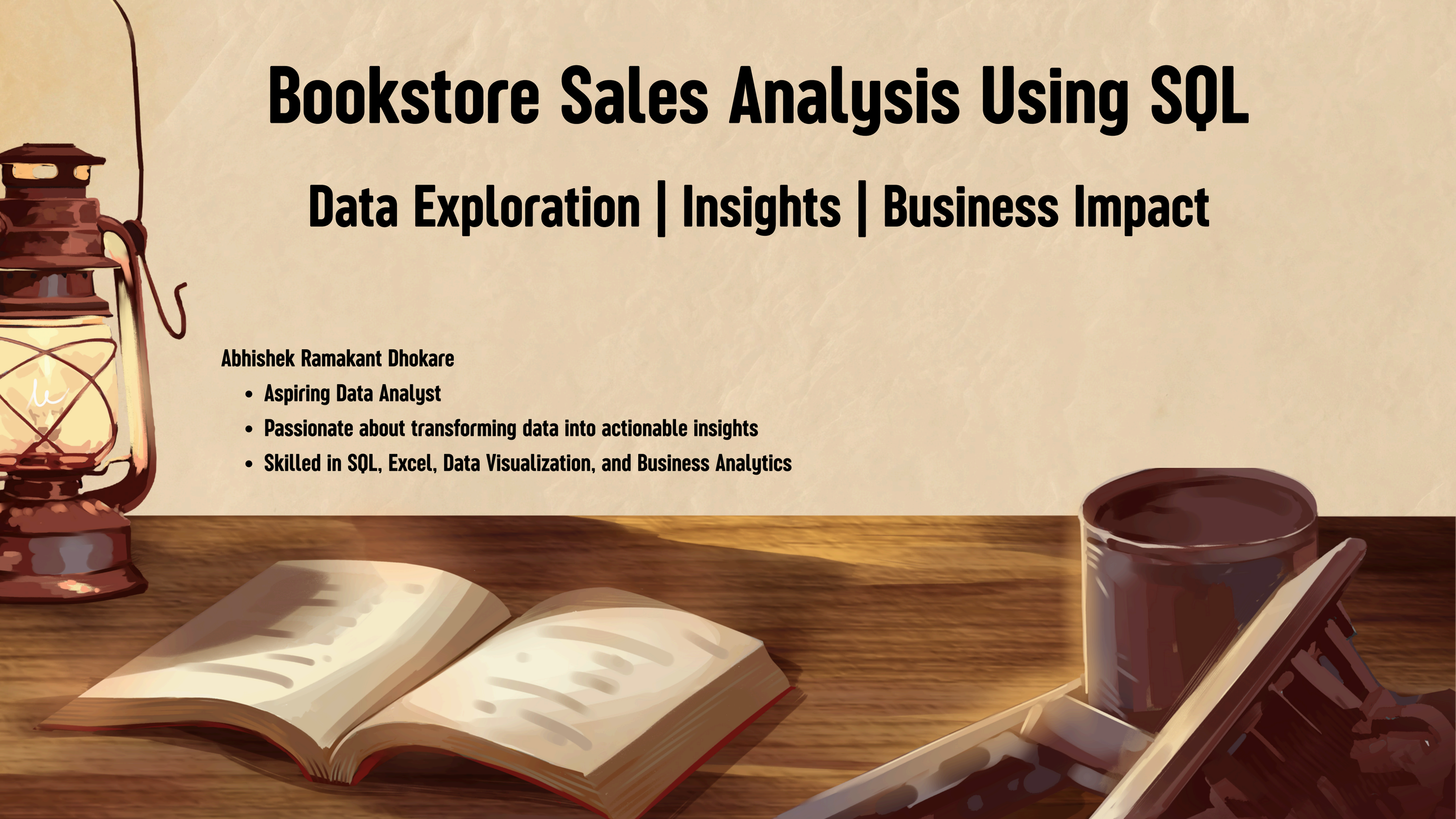
- Aspiring Data Analyst
- Passionate about transforming data into actionable insights
- Skilled in SQL, Excel, Data Visualization, and Business Analytics



Project Overview

- Objective: Analyze bookstore data to extract meaningful business insights.
- Tools Used: MySQL, Excel, GitHub
- Dataset: 5 tables with 300+ rows of data

Database Schema

📘 Books (book_id, title, author, genre, price, publish_date)

👤 Customers (customer_id, first_name, last_name, email, dob, membership_type)

💸 Sales (sale_id, book_id, customer_id, sale_date, quantity, total_amount)

📝 Reviews (review_id, book_id, customer_id, rating_id, review_date)

⭐ Ratings (rating_id, rating_type)

Key SQL Concepts Used

- Joins (INNER JOIN, LEFT JOIN)
- Aggregations (SUM, AVG, COUNT)
- Grouping & Filtering (GROUP BY, HAVING)
- Sorting & Limiting (ORDER BY, LIMIT)

Basic Questions:

- Get the list of all books along with the customer's first and last name who purchased each book
- Get the total number of books sold for each book title, and the total revenue generated from each book.
- Find out how many books each customer has purchased and the total amount spent by each customer.
- Find the list of books that have never been purchased by any customer.
- find out which book genres are the most loved by customers — based on how many units were sold in each genre.

Intermediate Questions:

- Find customers who have purchased books from more than 3 different genres.
- Find Which books have never been purchased, and who are their authors?
- Find which genre has generated the highest total revenue, and what is that amount?
- Find which customer has purchased the highest number of books in a single day, and how many books did they buy?
- Find which book has the highest average rating, and what is that rating?

Advanced Questions:

- Find the top 3 customers who have given the most reviews.
- Find the top 5 books that have generated the highest total revenue per unit sold.
- Find the total revenue generated by each customer and display the top 3 customers who spent the most including their first name, last name, and total revenue spent.
- Find the customers who have given reviews for more than 3 different books. Show their name and number of books reviewed.
- Find the top 3 authors whose books have generated the highest total revenue from sales.

Project Insights Summary

- Identified Top-Selling Books based on quantity and revenue.
- Highlighted Top Customers based on books purchased and total spending.
- Discovered Unsold Books still in inventory.
- Analyzed Best Performing Genres by sales volume and revenue.
- Studied Customer Genre Diversity to understand reading preferences.
- Found the Genre Generating Maximum Revenue for the store.
- Identified the Top Single-Day Buyer with highest books purchased in one day.
- Calculated Average Ratings and Top Rated Books based on customer feedback.
- Recognized Most Active Reviewers contributing maximum reviews.
- Analyzed Real Average Selling Price vs Book Listed Price.
- Shortlisted Frequent Reviewers who gave 3+ ratings.
- Highlighted Top Revenue-Generating Authors.

Thank You for Viewing!

We hope this project presentation gave you valuable insights into how data can drive smarter business decisions in the world of Bookstore Sales and Customer Behavior.

If you are interested in:

- The full SQL scripts,
- The complete dataset to perform queries,
- All queries, insights, and project files,

👉 You can explore the full project repository here:

🔗 GitHub Repository : https://github.com/Abhishek052003/Bookstore-Sales-Analysis-SQL-Project