**Introduction**

**Objective:**

This project analyzes supermarket sales using SQL for data extraction and Power BI for visualization. The goal is to identify key trends in sales, product performance, payment methods, and customer behavior.

**Tools Used:**

SQLite (SQL for data analysis)

Power BI (for visualization and reporting)

**SQL Queries (Screenshots & Code)**

**Step 1: Viewing the Data**

**A screenshot of a computer

AI-generated content may be incorrect.**

**Code:** SELECT \* FROM supermarket\_sales LIMIT 10;

**Step 2: Total Sales Calculation**

**A white rectangular object with blue lines

AI-generated content may be incorrect.**

**Code:** SELECT SUM(“Total”) AS Total\_Sales FROM supermarket\_sales;

**Step 3: Best-Selling Product Lines**

**A screenshot of a computer

AI-generated content may be incorrect.**

**Code:** SELECT “Product\_line”, SUM (“quantity”) AS Total\_Sold FROM supermarket\_sales GROUP BY “Product\_line” ORDER BY Total\_Sales DESC Limit 5:

**Step 4: Sales by Payment Method**

**A screenshot of a computer

AI-generated content may be incorrect.**

**Code:** SELECT Payment, COUNT(\*) AS transactions, SUM(“Total”) AS Total\_Sales FROM supermarket\_sales GROUP BY “Payment” ORDER BY total\_sales DESC;

**Step 5: Regional Sales Performance**

**A white rectangular object with a black border

AI-generated content may be incorrect.**

**Code:** SELECT “City”, SUM(“Total”), AS Total\_Revenue FROM supermarket\_sales GROUP BY “City” ORDER BY Total\_Revenue DESC;

**Final Power BI Dashboard Screenshot**

**A screenshot of a computer

AI-generated content may be incorrect.**

**Key Insights & Takeaways**

**Total Revenue:** $322,966.75

**Top Selling Product Line:** Electronic Accessories

**Most Used Payment Method:** Credit Card (34.74% of sales)

**Best Performing Region:** Naypyitaw ($110,568.71 in sales)

**Customer Type Breakdown:** Members spend slightly more than normal customers