**PROJECT 1 ; Pharmacy Sales & Prescription Trends Analysis**

**Project Goal:**  
Help the pharmacy understand its sales, customer behavior, and staff performance using prescription data.

**What We’re Solving:**  
We want to know:

* Which drugs are selling the most?
* Who are our repeat customers?
* Which age groups use which drug types?
* Who are our best-performing pharmacists?
* How do sales and prescriptions change over time?

**Why It Matters:**  
These insights will help the pharmacy improve stock management, boost revenue, and give better service to patients.

**Key Questions to Answer Using SQL:**

1. **Top 10 Most Prescribed Drugs**  
   Which drugs were prescribed the most in the last 6 months?
2. **Monthly Revenue Trends**  
   How much total revenue was generated month by month?  
   Formula: quantity \* price\_per\_unit
3. **Revenue per Drug Category**  
   Which drug categories brought in the highest revenue?
4. **Repeat Patients**  
   Which patients had more than one prescription filled?
5. **Top Performing Pharmacists**  
   Who filled the most prescriptions? Rank them.
6. **Age Group vs. Most Common Drug Categories**  
   What drug categories are most prescribed to different age groups (e.g., <18, 18–35, 36–60, 60+)?
7. **Prescription Trends Over Time**  
   What does the prescription volume trend look like week by week or month by month?
8. **Average Quantity Per Prescription**  
   What is the average quantity of drugs prescribed per prescription overall and by drug?