



# Business Analysis Using SQL Presentation

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# Project Analysis

## (Objective & Scope)



### OBJECTIVE

- Analyze business data using SQL to uncover trends and insights
- Evaluate key metrics across sales, customer behavior, and product performance
- Provide actionable insights to optimize business strategy.



### SCOPE

#### DATA SOURCES

- gold.fact\_sales – Transaction Data
- gold.dim\_customers – Customer Profiles
- gold.dim\_products – Product Information



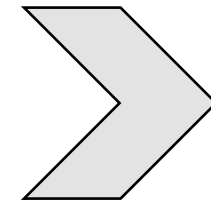
#### SQL FOCUS AREAS

• Sales Trends & Cumulative Analysis

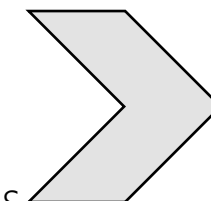
• Product Performance & Target Comparison

• Category Contribution & Segmentation

• Customer Loyalty & Behavior Analysis



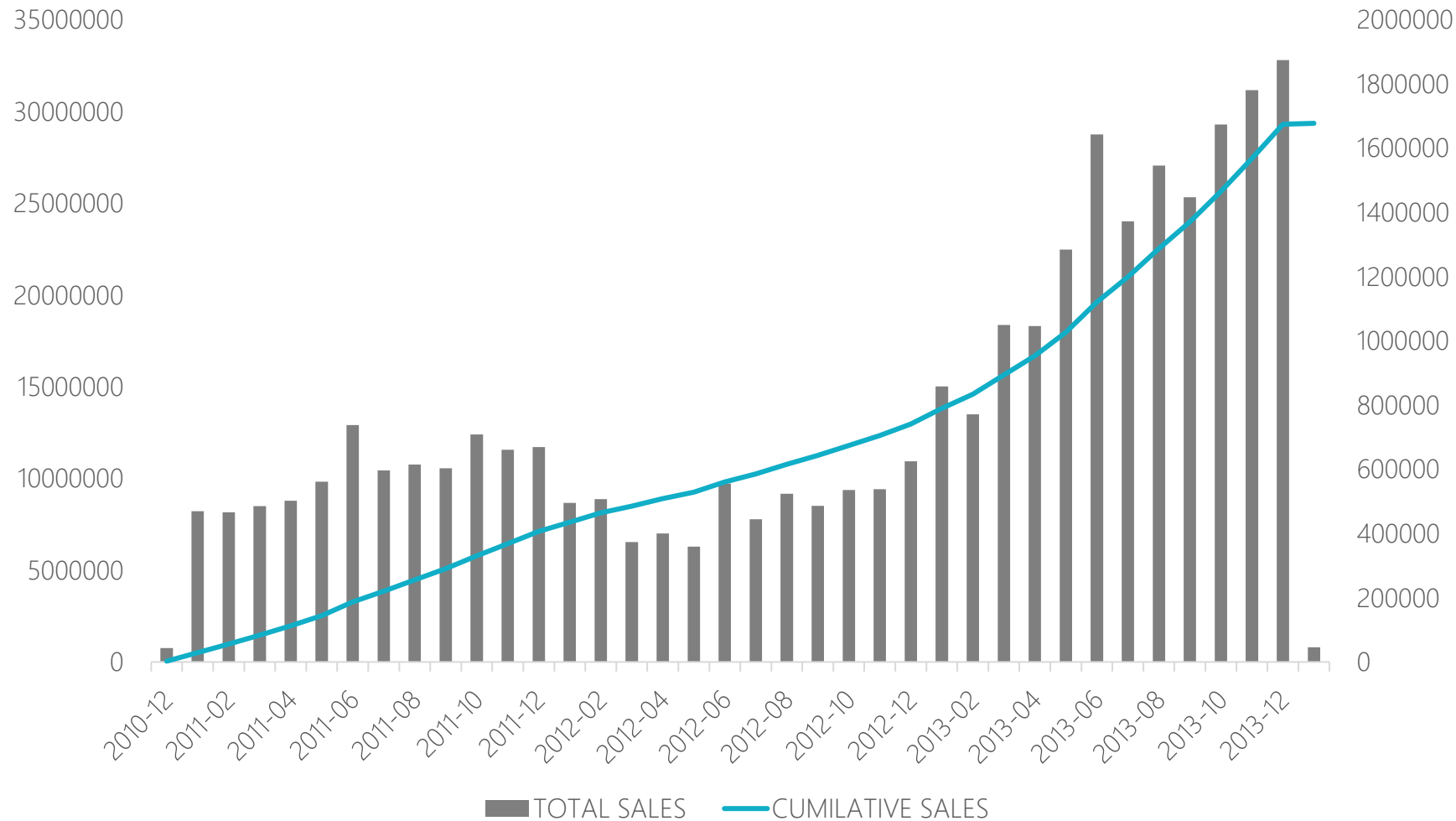
Business Impact Analysis



Recommendations for Optimization

# Sales Trend (MOM)

Sales Trend



## Key Takeaway

### Exponential Growth:

Sales surged from 43K in Dec 2010 to 29.3M by Dec 2013

### 2013 Peak:

Highest monthly average in 2013 at ~1.19M unit

### Year-End Boost:

Oct-Dec consistently drove maximum sales

### 2012 Slowdown:

Growth plateaued mid-2012 with ~500K monthly sales

### Jan 2014 Dip:

Sharp fall to 45K units after Dec 2013 peak.

# Product Analysis

Product Category	2010	2011	2012	2013
T tire	0	0	58	25607
All-Purpose Bike Stand	0	0	159	37683
AWC Logo Cap	0	0	72	18891
Bike Wash - Dissolver	0	0	0	6960
Classic Vest	0	0	64	34176
Fender Set	0	0	110	44484
Half-Finger Gloves	0	0	72	32688
Hitch Rack	0	0	0	36840
HL TIRE	0	0	272	73467
Hydration Pack	0	0	110	38940
LL TIRE	0	0	105	40747
Long-Sleeve Logo Jersey	0	0	200	82600
M BOTTLE	0	0	110	19530
M TIRE	0	0	15	14620
ML TIRE	0	0	80	54855
Mountain-100	16975	1324150	0	0
Mountain-200	0	8218	2261274	5655120
Mountain-400	0	0	769	416798
Mountain-500	0	0	1105	263230
Patch	0	0	8	6048
R Tire tube	0	0	28	8888
Racing Socks	0	0	18	4869
Road Bottle Cage	0	0	81	15237
Road-150	25046	5524432	0	0
Road-250	0	34296	2719010	1697885
Road-350	0	0	8505	1571724
Road-550	0	2000	359480	1152480
Road-650	1398	181992	461970	0
Road-750	0	0	5940	773280
Short-Sleeve Classic Jersey	0	0	216	83106
Sport Helmet	0	0	910	216090
T tire tube	0	0	10	7010
Touring-1000	0	0	14304	2977616
Touring-2000	0	0	4860	447120
Touring-3000	0	0	2226	398454
Warer Bottle	0	0	90	20425
Women's Shorts	0	0	0	67410

## Key Takeaway

### High Growth Products

Mountain-200, Road-250, and Touring-1000 showed significant growth in 2013

### Consistent Performers

Long-Sleeve Logo Jersey, Sport Helmet, and Short-Sleeve Classic Jersey maintained steady demand

### Emerging Traction

Hitch Rack, HL Tire, and Hydration Pack gained traction in 2013

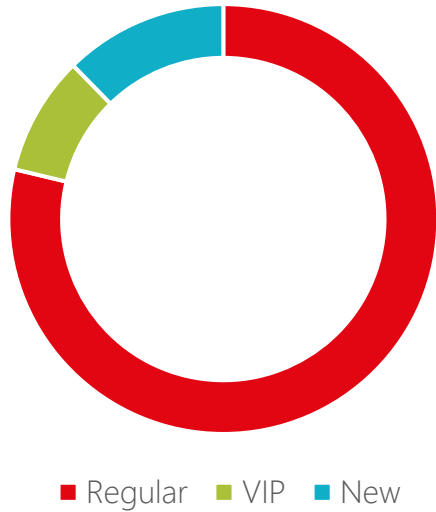
### Sales Timeline

Minimal sales before 2012, with major growth occurring in 2013

# Category Contribution & Segmentation



Total Customers

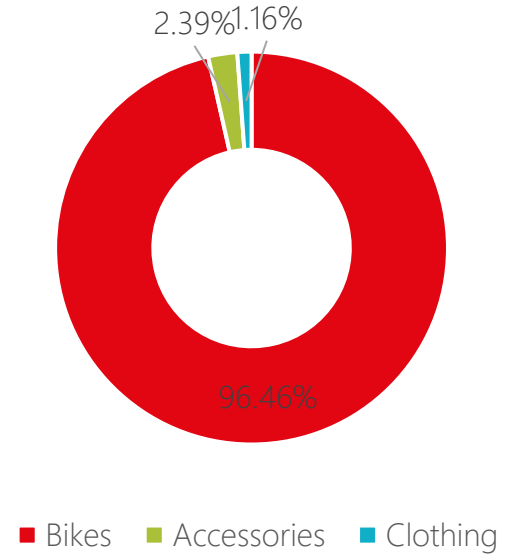


- Most products are priced below 100, attracting Regular customers and driving bulk sales
- VIP customers are fewer but contribute significantly to high-value purchases

Price Range	Total Products
Below 100	110
100-500	101
500-1000	45
Above 1000	39

- Bikes dominate sales, contributing ~96% of total revenue
- Accessories and clothing contribute marginally despite a moderate product count

Contribution



**Bikes dominate sales** at 96.46%, with minimal contributions from accessories (2.39%) and clothing (1.16%), indicating **potential to boost non-bike categories**

★ VIP: Customers who spend ₹5000 or more and have a lifespan of 12 months or more  
Regular: Customers who spend less than ₹5000 and have a lifespan of less than 12 months  
New: Customers with a lifespan of less than 12 months, regardless of spend

# Customer Loyalty & Behavior Analysis

Age Group	Customer Category	Average Order Value	Average Monthly Spend
Aged	New	1694.89	200.08
	Regular	597.23	508.29
	VIP	2625.89	309.61
Middle_Aged	New	1555.00	182.89
	Regular	515.46	450.03
	VIP	2649.67	318.83
Senior_Citizen	New	1697.01	218.27
	Regular	593.24	505.31
	VIP	2636.33	323.32

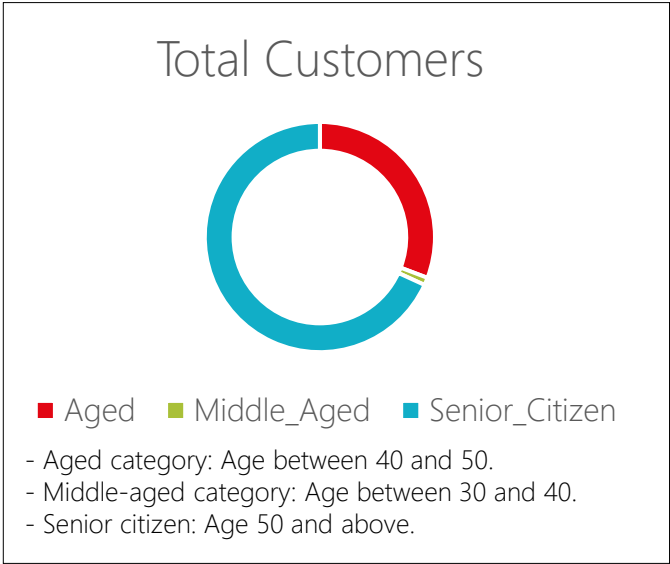
VIP Customers consistently have the highest Average Order Value (AOV) in all segments

New Customers show the lowest Average Monthly Spend (AMO) in all age groups, indicating low engagement

Regular Customers maintain a higher Average Monthly Spend (AMO) compared to New and VIP customers

Middle-Aged VIPs have the highest AOV (₹2649.67) and moderate AMO (₹318.83), making them the most valuable segment


## Demographics





Senior Citizens contribute the highest customer count (12,599) and dominate total orders and sales, especially in the VIP segment, highlighting their consistent purchase behavior and high value to the business

# Conclusion & Final Insights



## Growth Areas

-  Consistent sales growth with high-performing products
-  Senior Citizen & VIP segments driving maximum revenue



## Improvement Areas

-  Low engagement from new customers
-  Underperforming product segments need attention

## Strategic Opportunities

-  Upsell potential among regular customers
-  Middle-aged VIPs show strong growth potential

## Action Plan

-  Strengthen loyalty programs for high-value segments
-  Personalize marketing to boost engagement and sales

# Thank You

For any queries, feel free to connect:

 <https://in.linkedin.com/in/contactkrishwadhwa>