10Alytics

Specialization: *Analysis*

Business Focus: *Sales*

Tool: *SQL*

Sales Performance Analysis for Product Insights

Project Learning Opportunities

This project would help you understand and also act as a revision on the skills you have acquired in sql fundamental.

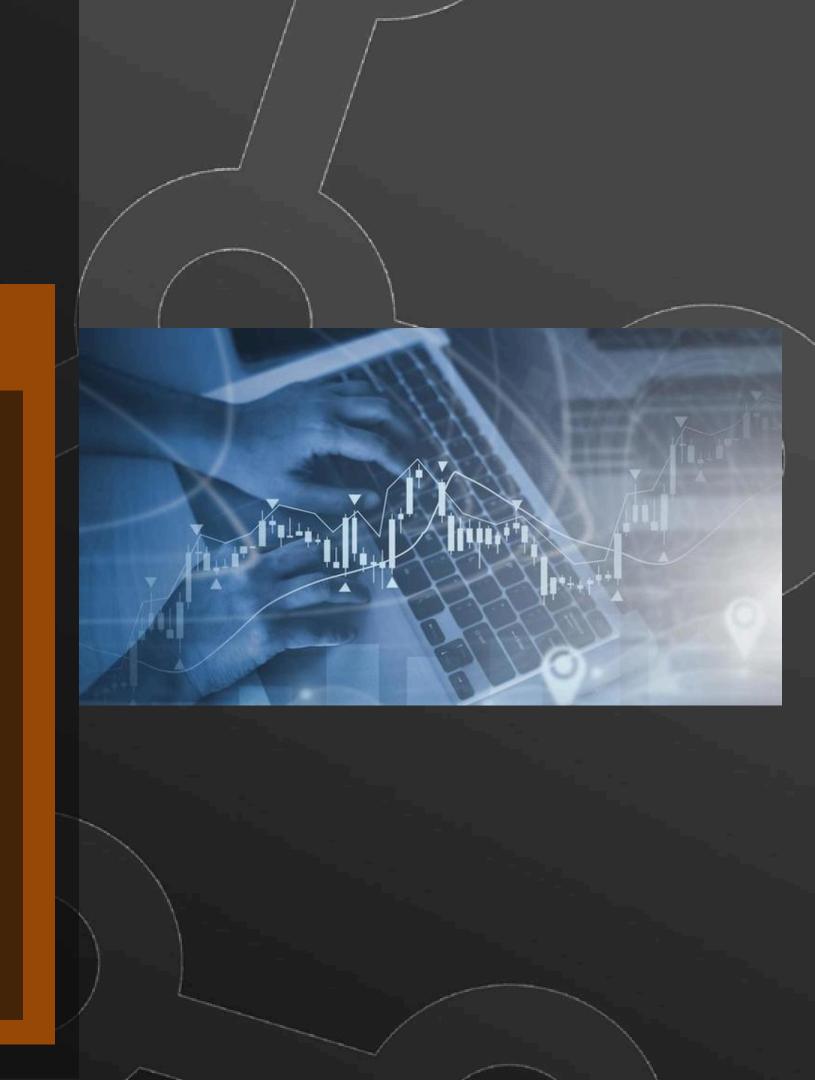## Tools and Technology to be Used

Case Study Overview

Introduction to the Business

Our company specializes in delivering data-driven insights through intuitive reporting and analytics. By leveraging simple yet powerful SQL fundamentals, we help businesses uncover trends, optimize operations, and drive smarter decisions. Whether it's sales performance, customer behavior, or operational efficiency, we turn raw data into actionable intelligence that fuels growth.
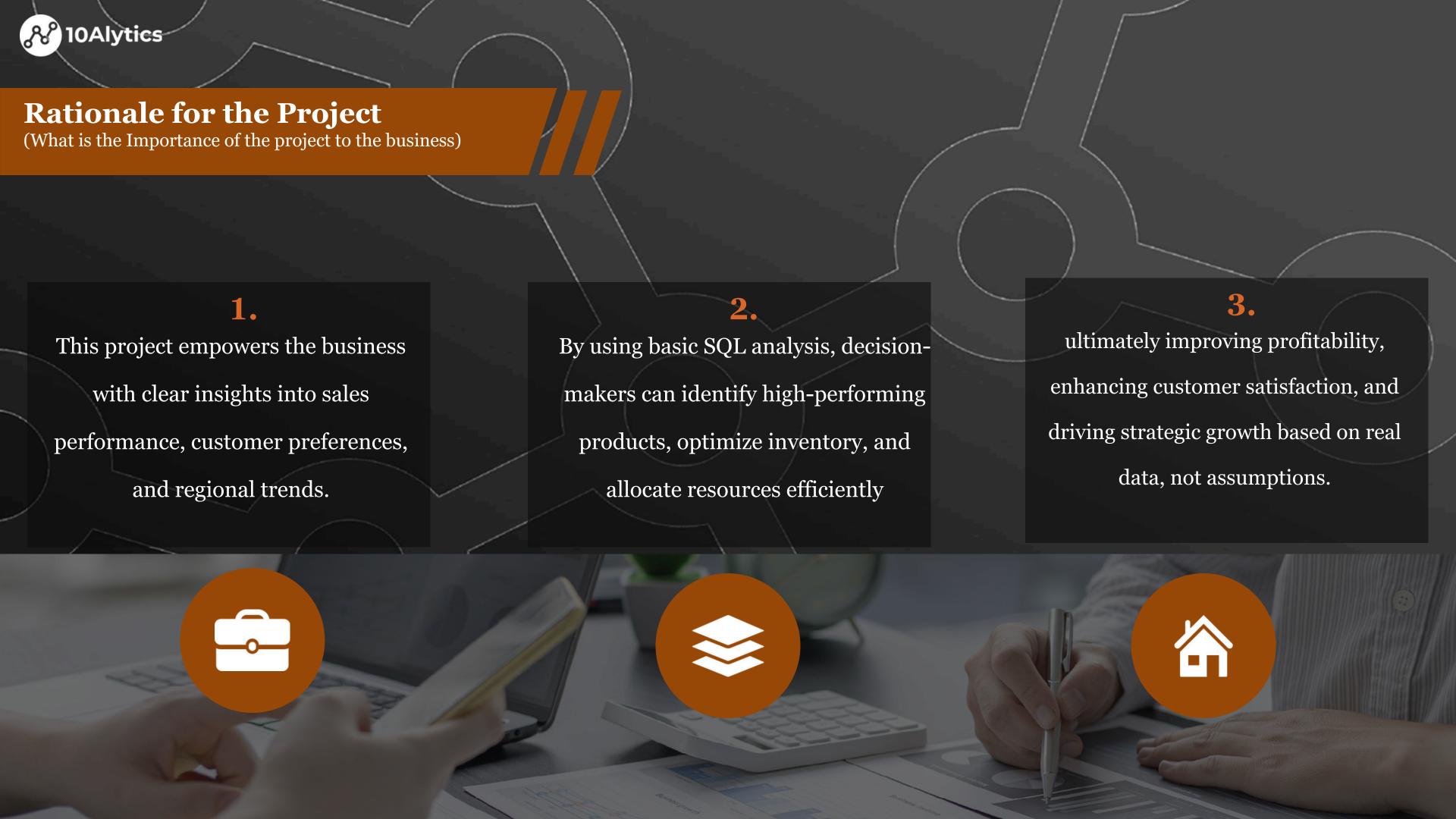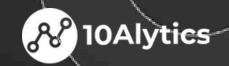
Case Study Overview

Problem Statement

A retail company wants to understand product performance and regional sales trends based on historical data. They want answers to questions like:

1. What are the top-selling products by quantity?(top 5)
2. What is the total revenue per product?
3. How does sales performance vary by state?
4. Which customuer have contributed most to revenue?
5. Which month has the most sales
6. Who are the top 5 recurring customers
7. Which category is the most performing(top 5)
8. Which sub-category is the most performing(top 5)
9. Most frequent payment method
10. Which city did we sell to the most

Rationale for the Project

(What is the Importance of the project to the business)

1.

This project empowers the business with clear insights into sales performance, customer preferences, and regional trends.

2.

By using basic SQL analysis, decision-makers can identify high-performing products, optimize inventory, and allocate resources efficiently

3.

ultimately improving profitability, enhancing customer satisfaction, and driving strategic growth based on real data, not assumptions.

The dataset contains historical sales records including order details such as date, customer, product, quantity ordered, unit price, total sales, region, and salesperson. It provides a comprehensive view of transaction-level data, enabling analysis of product performance, regional trends, and individual contributions to overall business revenue.

Download the dataset here

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Project Workflow

STEP 1   **Import the dataset into your pgadmin**

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STEP 2   **Start your analysis using basic sql**

READY TO DELVE IN?

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