**Objective**

To analyze company financial data (revenue, expenses, profit) across different regions and product categories to identify profit trends, high-performing areas and financial health

**Dataset Description**

**Table Name:** finance\_data

|  |  |
| --- | --- |
| **Column** | **Description** |
| Transaction\_id | Unique ID for each transaction |
| Transaction\_date | Date of transaction |
| Region | Business regions (North, South, etc) |
| Product\_category | Product type (Electronics, Furniture, etc) |
| revenue | Revenue generated from sales |
| expenses | Costs incurred during sales |

**Key SQL Analyses**

**Profit by Region** -to see which region contributes the most profit.

**Month Profit Trends** – to analyze performance over time.

**Category Performance** – to evaluate which product have the best margins.

**Overall Profit Margin** – to summarize the company’s financial efficiency.

**Key Insights**

Based on the dataset:

* The **North region** generated the highest total profit.
* **Electronics** category had the **Highest revenue** overall.
* Profit margins parked in **Q2 (April – June)**, indicates seasonal demand.
* The **overall profit margin** was around **22 -25%**, suggesting health financial performance.

**Tools Used**

* **PostgreSQL (via DBeaver)** – for querying and analysis
* **Excel/Power BI** – for visualization
* **Github** – for documentation and portfolio showcase