

Retail Sales Analysis 2024

End-to-End Data Analytics Project

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- Dataset (CSV)
- SQL schema & analysis queries
- Visual insights (charts)
- Executive summary

Key Metrics

Total Revenue: 2,348,363.17

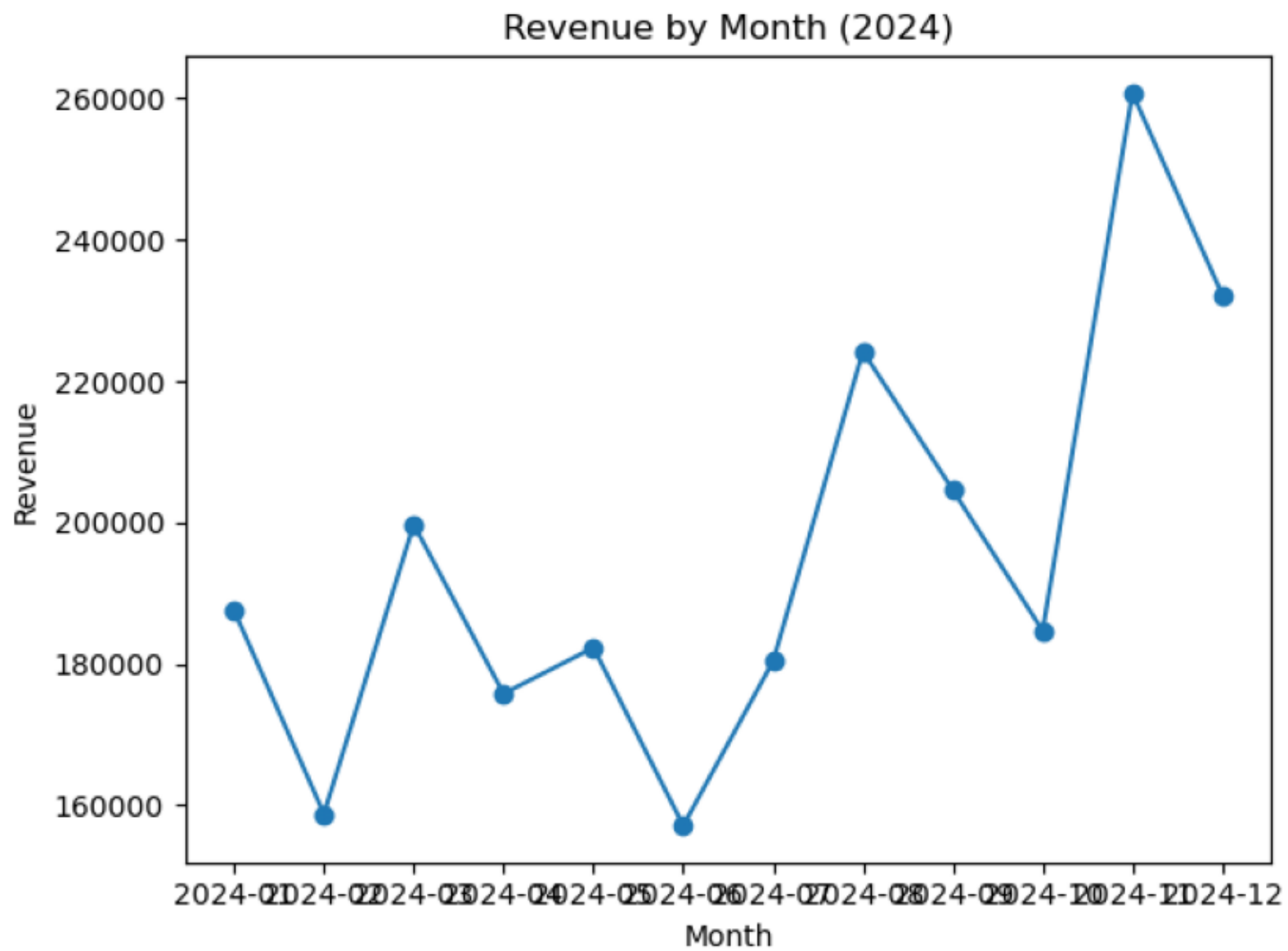
Total Profit: 658,333.01

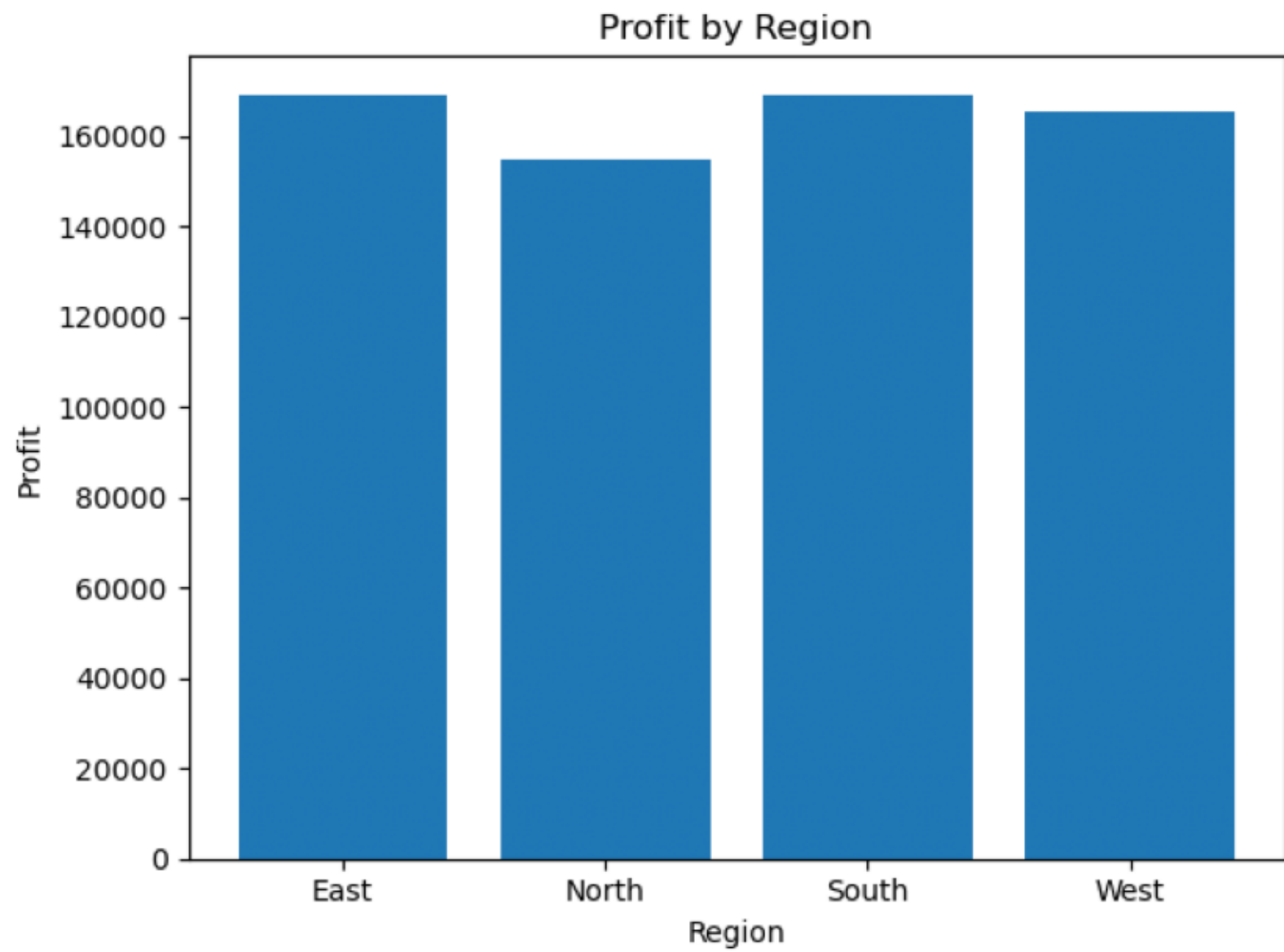
Avg Order Value: 225.59

Orders: 10,410

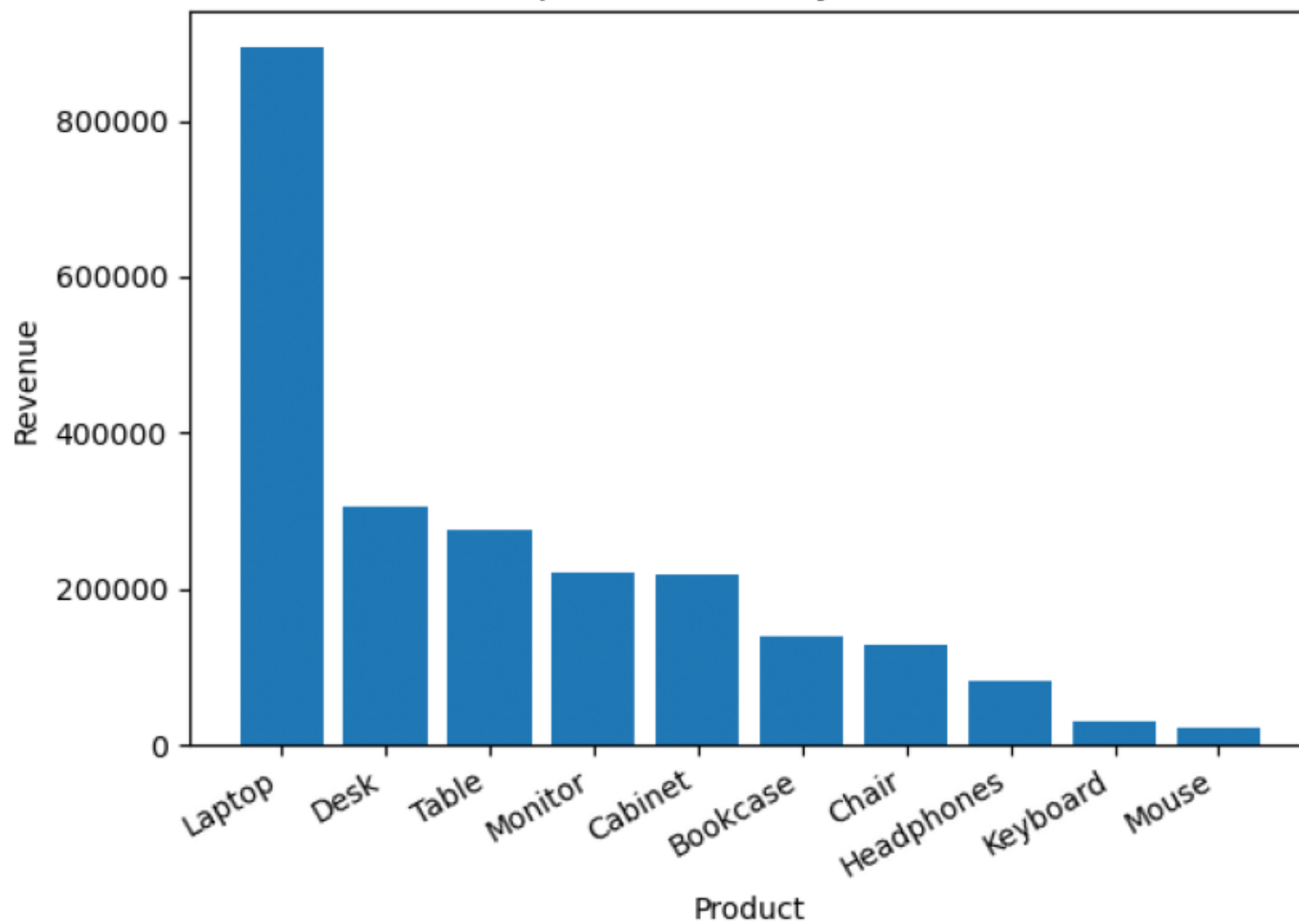
Units Sold: 16,032

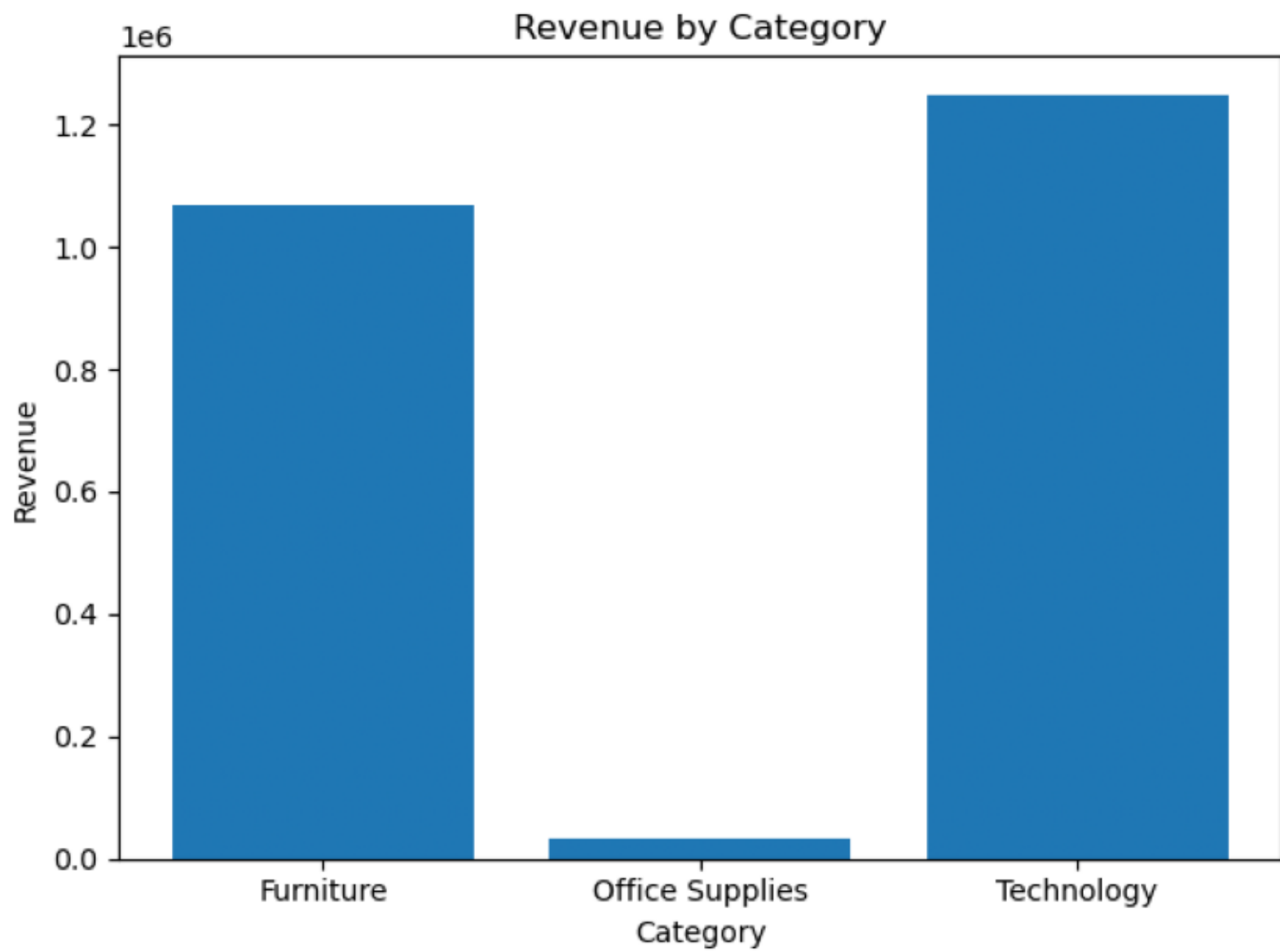
Profit Margin %: 28.03

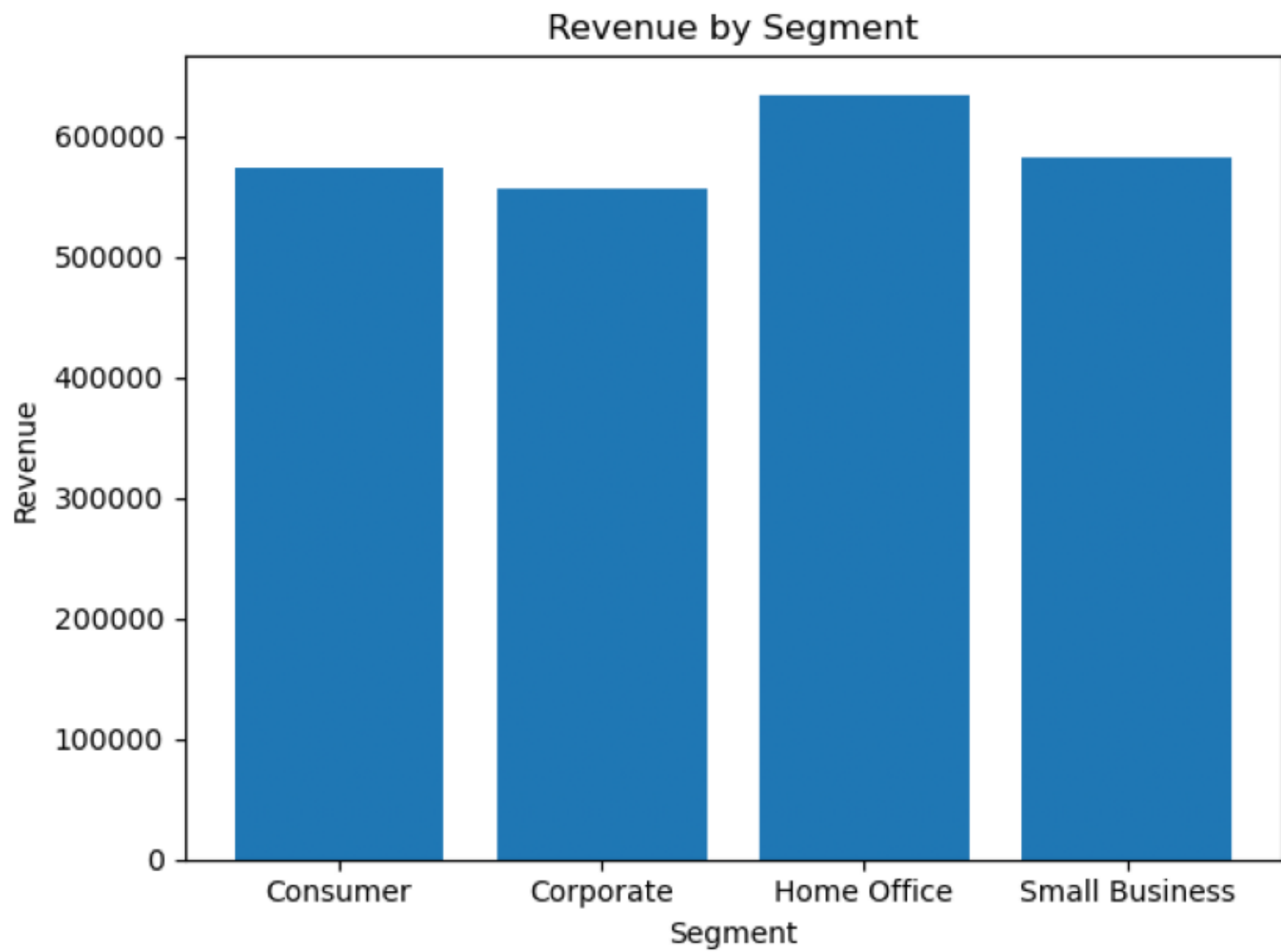




Top 10 Products by Revenue







Executive Insights

- Total revenue: 2,348,363.17 with profit margin 28.03%.
- Seasonality peaks around Aug-Sep and Nov-Dec.
- Technology leads revenue; Laptop & Monitor drive sales.
- West & North regions lead profit; grow South/East.
- Consumer & Corporate segments contribute most revenue.