**Customer Order Analysis Report (SQL Queries)**

**Problem Statement: Monthly Sales Performance Analysis**

**Objective:**  
The company aims to analyze its monthly sales performance by identifying total sales generated in each calendar month (January to December). This analysis will focus exclusively on orders with a **"Completed"** status to assess accurate revenue generation trends.

**Problem:**  
Currently, the company lacks a clear understanding of its month-to-month sales performance. Without this insight, it becomes challenging to:

* Detect peak and low-performing sales months.
* Allocate marketing and inventory resources effectively.
* Develop data-driven sales strategies for future growth.

**Key Questions to Address:**

1. What are the total sales figures for each month (January to December)?
2. Which month records the highest and lowest sales?
3. How do sales trends change throughout the year?

**Expected Outcome:**  
A detailed breakdown of total sales per month will enable the company to:

* Identify seasonal trends and peak sales periods.
* Make informed decisions on inventory management and marketing strategies.
* Set realistic monthly sales targets and improve overall performance.

**Solution Approach:**  
Use SQL queries to extract and summarize sales data by month, focusing only on completed transactions. This will involve:

* Extracting the **month** from the order\_date.
* Summing up the total\_amount for each month.
* Organizing the results chronologically to visualize sales trends.

**Sample Database Schema:**

1. **Customers**
   * customer\_id (Primary Key)
   * name
   * email
   * location
   * signup\_date
2. **Orders**
   * order\_id (Primary Key)
   * customer\_id (Foreign Key)
   * order\_date
   * total\_amount
   * status (Completed, Pending, Cancelled)
3. **OrderDetails**
   * order\_detail\_id (Primary Key)
   * order\_id (Foreign Key)
   * product\_id (Foreign Key)
   * quantity
   * price
4. **Products**
   * product\_id (Primary Key)
   * product\_name
   * category
   * price
   * stock\_quantity

### ****Project Questions****

1. **What is the total revenue generated?**
2. **Who are the top 5 customers by total spending?**
3. **How does sales revenue change month-over-month?**
4. **Which products are the best sellers?**
5. **What is the average value of a completed order?**
6. **How many customers made repeat purchases?**
7. **How many orders were canceled each month?**
8. **Which product category contributes most to sales?**
9. **Which customers signed up but have not placed any orders?**
10. **Which products are running low on stock?**