📊 Business Insights – E-Commerce Sales Analysis

This document summarizes the key business insights derived from analyzing the e-commerce sales data using **MySQL**. The objective is to translate SQL analysis into actionable business understanding.

✂️ Overall Revenue Performance

- The analysis shows that the business is generating steady revenue across orders.
- Total revenue provides a high-level view of business health and helps measure overall performance.

🖋️ Monthly Sales Trend

- Sales vary across different months, indicating possible seasonality in customer demand.
- Certain months perform better than others, which can guide promotional planning and inventory management.

🛏️ Top Customers by Spending

- A small group of customers contributes a significant portion of total revenue.
- These high-value customers are ideal candidates for loyalty programs and personalized offers.

🌂 City-wise Revenue Contribution

- Revenue is not evenly distributed across all cities.
- High-performing cities can be prioritized for faster delivery services, localized marketing campaigns, and regional expansion strategies.

🌡️ Average Order Value (AOV)

- Average Order Value reflects how much a customer spends per order on average.
- Improving AOV through bundling products, cross-selling, or upselling can directly increase overall revenue.

🎒 Repeat Customers

- The presence of repeat customers indicates customer satisfaction and retention.

- Retaining existing customers is more cost-effective than acquiring new ones, making retention strategies crucial for long-term growth.

🎓 Best-Selling Product Category

- One product category stands out in terms of total quantity sold.
- This category shows strong customer demand and can be expanded with more product variety or premium options.

🔗 Overall Conclusion

The analysis demonstrates how SQL can be used to convert raw transactional data into meaningful business insights. These insights help stakeholders understand customer behavior, sales performance, and growth opportunities, aligning closely with the responsibilities of an entry-level **Data Analyst** role.