E-commerce Data Analytics Report

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Project Overview

This project analyzes e-commerce customer and order data using SQL to uncover key business insights. Queries were executed to calculate revenue, identify top customers, explore purchasing behavior, and visualize business performance. The goal is to demonstrate strong analytical skills using SQL + Excel dashboards, supporting my Master's program applications in Data Analytics.

Key Findings

Metric	Value
Total Revenue	$4,534
Highest Spending Customer	Emily Johnson ($1,050)
Most Active Customer	Michael Brown (3 orders)
Top Category	Electronics

Dashboard Visualization

📊 E-commerce Analytics Dashboard
Total Revenue: $4,534
Highest Spending Customer: Emily Johnson ($1,050)
Most Active Customer: Michael Brown (3 orders)
Top Category: Electronics

Monthly Revenue Trend

Top Customers by Total Spend

Revenue by Category
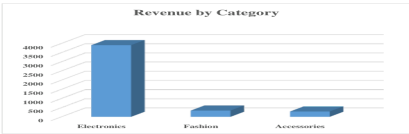
Conclusion

This project showcases practical skill in SQL analysis, insight extraction, and visual storytelling through dashboards. The results highlight strong potential for graduate-level analytics research and industry data roles. This report is suitable for academic applications, GitHub portfolio display, and employer review.