ZARA SALES ANALYSIS

Problem

Problem 1

Top 20 Selling Products

Problem 2

Average Price by Category

Problem 3

Seasonal vs Non-Seasonal Products

Problem 4

Price Range Distribution

Problem 5

Product Position Performance

Problem 6

Price vs Sales Correlation

Problem 1

Top 20 Selling Products

```sql
-- Retericve top 20 selling prodcuts
SELECT
  name as product_name, sales_Volume
  from zara_sales
  order by sales_Volume desc limit 20;
```

	product_name	sales_Volume
▶	PLAID TIE DYE OVERSHIRT	2989
	SUIT JACKET IN 100% LINEN	2985
	RIB COLLAR JACKET	2973
	CONTRASTING COLLAR JACKET	2968
	DOUBLE FACED JACKET	2942
	FAUX LEATHER BOMBER JACKET	2931
	COTTON JACKET	2929
	RIPPED STRAIGHT FIT JEANS	2914
	GATHERED WAIST KNIT SWEATER	2901
	PURL KNIT SWEATER	2887
	HIKING BOOTS	2878
	ASYMMETRICAL WOOL AND SILK ...	2877
	FAUX LEATHER PUFFER JACKET	2870
	ASYMMETRIC CROPPED KNIT SW...	2863
	COTTON BLEND BOMBER JACKET	2859
	MULTI-PIECED RETRO SNEAKERS	2852
	BOUCLÃ‰ TEXTURED JACKET	2849
	LONGLINE QUILTED JACKET	2849
	POCKET JACKET	2839
	DOUBLE STRAP SUEDE SANDALS	2836

Problem 2

Average Price by Category

```
-- Seasonal vs Non-Seasonal Products
SELECT
    seasonal,
    COUNT(*) AS product_count,
    ROUND(AVG(price), 2) AS avg_price,
    SUM(sales_volume) AS total_sales
FROM zara_sales
GROUP BY seasonal;
```

	seasonal	product_count	avg_price	total_sales
▶	No	124	86.42	226392
	Yes	128	86.09	233181

Problem 3

Seasonal vs Non-Seasonal Products

```sql
-- Promotion Impact Analysis
SELECT
    promotion,
    COUNT(*) AS product_count,
    ROUND(AVG(price), 2) AS avg_price,
    SUM(sales_volume) AS total_sales
FROM zara_sales
GROUP BY promotion;
```

promotion	product_count	avg_price	total_sales
No	132	80.65	240312
Yes	120	92.41	219261

Problem 4

Price Range Distribution

```sql
-- Price Range Distribution

SELECT
    CASE
        WHEN price < 50 THEN 'Under $50'
        WHEN price BETWEEN 50 AND 100 THEN '$50-$100'
        WHEN price BETWEEN 100 AND 150 THEN '$100-$150'
        ELSE 'Over $150'
    END AS price_range,
    COUNT(*) AS product_count,
    SUM(sales_volume) AS total_sales
FROM zara_sales
GROUP BY price_range
ORDER BY price_range;
```

price_range	product_count	total_sales
$100-$150	51	92366
$50-$100	107	200553
Over $150	23	38793
Under $50	71	127861

Problem 5

Product Position Performance

```sql
-- Text Analysis (Long Descriptions)
SELECT
    name,
    LENGTH(des) AS desc_length,
    sales_volume
FROM zara_sales
ORDER BY desc_length DESC
LIMIT 10;
```

name	desc_length	sales_volume
LONGLINE QUILTED JACKET	313	2849
TECHNICAL PADDED JACKET	273	786
100% FEATHER FILL PUFFER JACKET	263	656
PUFFER JACKET WITH POUCH POCKET	254	2729
HOODED TECHNICAL JACKET	243	1017
PATCH BOMBER JACKET	233	2252
CROPPED BOMBER JACKET LIMITED EDITION	233	1466
HOODED TECHNICAL JACKET	226	647
HOODED DENIM JACKET	220	1448

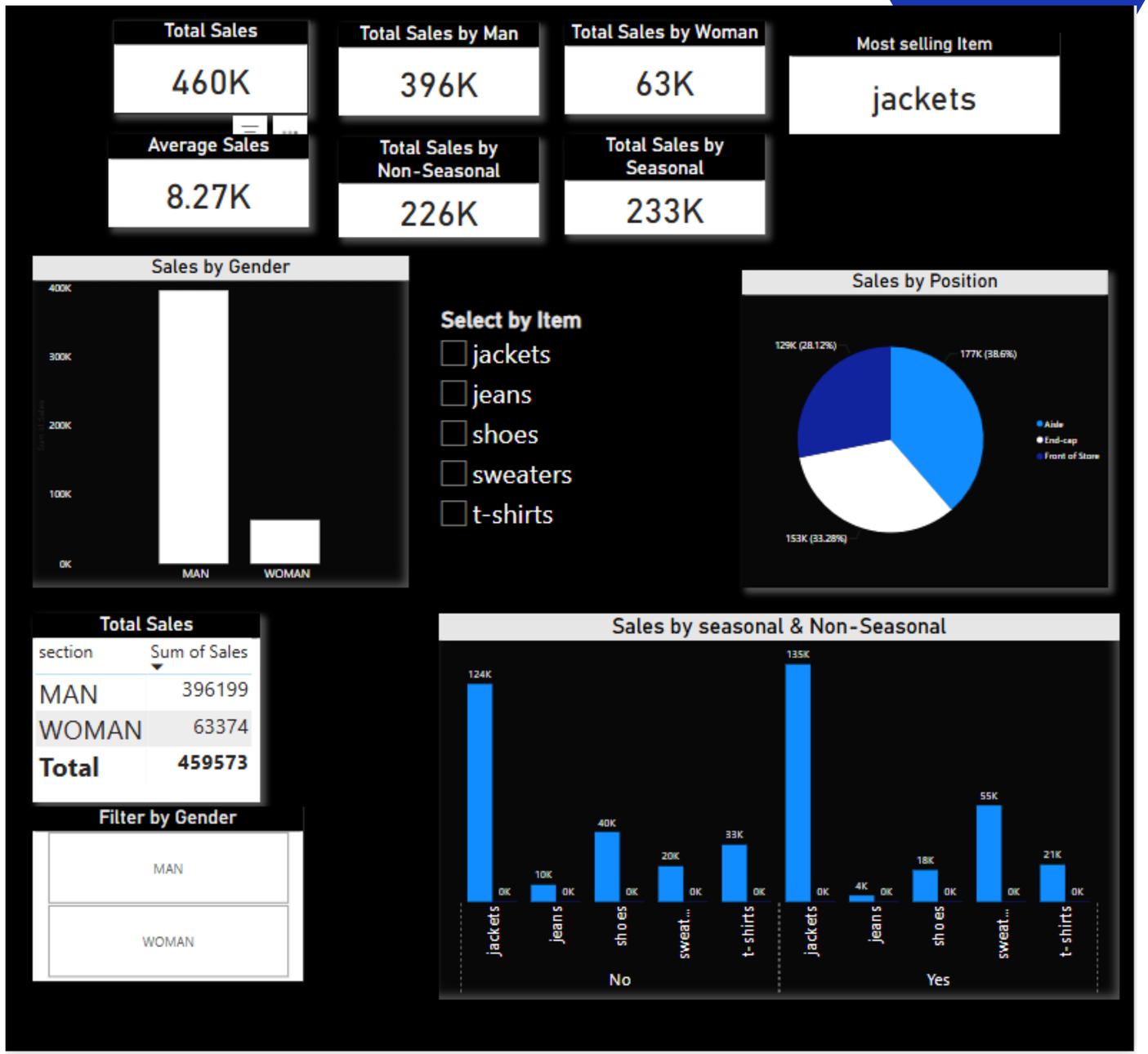
Problem 6

Price vs Sales Correlation

```sql
-- Price vs Sales Correlation
SELECT
    ROUND(price/10)*10 AS price_bucket,
    AVG(sales_volume) AS avg_sales,
    COUNT(*) AS product_count
FROM zara_sales
GROUP BY price_bucket
ORDER BY price_bucket
limit 10;
```

price_bucket	avg_sales	product_count
10	2196.6250	8
20	1940.5000	8
30	2374.7500	4
40	2012.5000	16
50	1516.1429	35
60	1810.6667	18
70	1828.2500	36
80	2071.8750	8
90	1879.2821	39
100	2046.1667	6

Visualization by Graphs



Conclusion:

- "Summary of Findings"
- "What the Data Tells Us"
- "Business Takeaways from Sales Data"