

Project Report: Retail Store Sales Analysis using SQL

Name: Gautam

Objective:

To analyze Walmart sales data using SQL to uncover key business insights such as top-selling products, monthly trends, customer types, and payment methods. Created an interactive Excel dashboard for visualization.

Tools Used:

- SQL (MySQL)
- Microsoft Excel (Pivot Tables, Slicers, KPIs, Graphs)

Dataset:

Walmart Sales Data (Sourced from Kaggle)

Includes features like Invoice ID, Branch, City, Customer Type, Gender, Product Line, Total, Date, Time, Payment, Rating, etc.

SQL Analysis Performed:

1. Top 5 Best-Selling Products
2. Month-wise Total Sales
3. Branch-wise Sales Comparison
4. Customer Types Analysis (Member vs Normal)
5. Payment Method Usage Count

Excel Dashboard Features:

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- Clean UI with Slicers (City, Customer Type, Product Line)
- KPIs: Total Sales, Transactions, Avg. Rating
- Bar & Line Charts: Monthly Trends, Top Products
- Pie Charts: Payment Method Distribution
- Professionally formatted layout for real-world insights

Business Insights:

- Most revenue generated by 'Health and Beauty' products.
- Branch A showed highest overall sales.
- Members purchase more frequently than normal customers.
- Ewallet is the most preferred payment method.

Conclusion:

This project demonstrates practical data analysis skills using SQL and Excel. Insights derived can support better retail decisions.

Role:

Performed complete analysis, designed SQL queries, built interactive Excel dashboard, and prepared presentation & report.