

SQL PROJECT REPORT

Sales by Product Category

- **Outerwear** tops the list with £589,675 in sales, showing it's a clear favorite among customers. This indicates it might be a go-to choice for colder months or a product with consistent demand throughout the year.
- **Footwear** is the second-best performer, bringing in £504,035. Its strong sales suggest it appeals to a wide customer base, likely because of its year-round utility.
- **Denim** and **Hoodies** are in the mid-range, with sales of £350,645 and £329,315, respectively. These categories are performing decently but might benefit from a closer look to understand how they could be pushed further.
- **Sweatpants** sold £234,940, falling below most categories but still maintaining a steady presence.
- **T-shirts**, at £182,815, rank last. Despite their general popularity as a product type, this performance suggests they aren't resonating as strongly with customers in this context.

Outerwear and Footwear are driving sales, while T-shirts and Sweatpants might require fresh strategies—such as targeted promotions, new designs, or better seasonal alignment—to improve their performance.

Orders for each product category

- The highest orders among all the categories are for footwear, with 3,460 orders, followed by outerwear, sweatpants, t-shirts, and denim, and the lowest orders are for hoodies, with 3,247 orders.

Total sales and orders across the product categories.

- Despite the sales of outerwear being higher, the number of orders is less than that of footwear. One of the reasons for this might be that customers buy outerwear during a specific time of the year, such as during winter or fall.

- However, on the other hand, the orders for footwear are a bit higher than for outerwear. The reason might be that there is a sale on footwear items.
- Across all the seasons, T-shirt sales were consistently low. To bring the sales up, the original price of the T-shirt can be reduced while maintaining the discount accordingly. Additionally, the (%) discount can be reduced for outerwear as it will help to maintain sales for other products.
- Another reason might be the

Total sales during the 4 seasons (Winter, Spring, Fall and Summer)

- The high sales among the 4 seasons were during the winter, with £561,495, followed by the spring, fall and summer, being the lowest with £526,840 in sales.
- Outerwear performs best across all seasons. It is important to find the reason behind this and also find the reason why other products are not performing very well.
- The least-performing product across all the seasons is the T-shirt.
- When the discounts were analysed, all the products were priced at more than 50% less than their original price. Below is the list of discounted prices

Category	Sale Price (£)	Original Price (£)	Discount (%)
Denim	60	150	60.00
Hoodie	50	150	66.67
Sweatpants	40	100	60.00
Footwear	90	200	55.00
Outerwear	100	250	60.00
T-shirt	30	80	62.50

- From the above sale information, it becomes evident that some product line needs a control discounts such as outerwear which is discounted at 60% sale than its RRP (Recommended Retail price) which is £250. This can further improve the profitability in the business.
- Another interesting insight from the above table is that despite the t-shirt is being heavily discounted, they have the least sales among all the products.

The possible solution to this may be develop a new marketing strategy, redesign the product or check if the product keeps up to the trend.

- While analysing sales for each season, the highest turn around was during winter season with £561,495 followed by the spring, fall and least sales during summer with £526,840.
- China, India, and the UK emerged as the top-performing countries with sales of £172,375, £164,650, and £161,540, respectively. On the other hand, the lowest sales were recorded in Brazil (£144,405), Italy (£147,705), and the Netherlands (£148,685). This highlights potential opportunities for growth in the lower-performing regions.

Black Friday (November) Sales

- The total sales for the whole month was £173,735.
- Following is the total sales across all the products
 - **Footwear** recorded the highest sales at £41,495, showcasing strong customer demand during this period.
 - **Outerwear** followed closely with £40,030, likely reflecting its seasonal relevance as colder weather sets in.
 - **Hoodies** and **Denim** achieved moderate sales at £28,675 and £30,400, respectively, indicating their steady popularity.
 - **Sweatpants** saw lower sales at £18,355, suggesting it might not be a primary choice for November shoppers.
 - **T-Shirts** had the lowest sales at £14,780, potentially due to the seasonality factor, as lighter clothing is less in demand during colder months.

This data highlights the need for strategic inventory planning, particularly for high-performing categories like Footwear and Outerwear during the fall and winter seasons. It also suggests that promotional efforts could focus on boosting sales of underperforming items like T-Shirts.

Monthly Sales Analysis:

The monthly sales data highlights the fluctuations in revenue throughout the year:

- **Highest Sales:** September recorded the highest sales with £192,735, indicating strong customer activity during this month.
- **Consistently High Months:** May (£189,765) and June (£186,240) also showed impressive sales, suggesting steady demand as summer approached.
- **Lowest Sales:** November had the lowest sales at £173,735, followed closely by February (£172,575). This dip could be attributed to seasonal factors or post-holiday spending habits.

Overall, the sales trends suggest a peak in late summer and early autumn, with slower periods in the winter months. These insights can help in planning inventory, marketing, and promotions during the year to boost sales during quieter months.

Outerwear Analysis

Outerwear stood out as the best-selling product of the year, maintaining strong sales throughout all four seasons:

- **Winter:** Unsurprisingly, winter saw the highest sales for outerwear, reaching £157,565. This aligns with the colder temperatures when customers typically seek warm clothing.
- **Spring:** Outerwear also performed well in spring, generating £152,475 in sales. This indicates it's not just a winter product but also finds demand during transitional seasons.
- **Fall:** Sales during fall were slightly lower at £142,300. However, this is still impressive as customers might start preparing for the cooler months ahead.
- **Summer:** Even in summer, a season not typically associated with outerwear, sales were a strong £137,335. This suggests that customers continue purchasing outerwear for different needs, such as travel or early preparation for colder months.

Observations:

Outerwear's consistent popularity highlights its year-round appeal. The sales data suggest that while it peaks in colder seasons, there's a steady demand even during warmer months. This makes it a crucial product for inventory planning and marketing strategies.

By ensuring adequate stock levels and leveraging targeted promotions, outerwear could potentially drive even higher sales, particularly during its peak seasons.

Sales Contribution: Category Analysis

This report provides a detailed analysis of the sales contributions from each product category over the given period. Understanding how each category performed can help us identify strengths and areas for improvement.

Overall Performance

The total sales are spread across six product categories, each contributing to the overall sales.

Here's how each categories to the overall sales:

- **Outerwear** leads the product line with £589,675 in sales, accounting for **26.91%** of total sales. This is a significant contribution, showing that outerwear is a key driver of revenue.
- **Footwear** also performs well, contributing **23.00%** of total sales with £504,035. While it trails outerwear, footwear's performance remains strong and suggests that customers are spending considerably in this category.
- **Hoodie** follows with **15.03%** of the total sales, amounting to £329,315. Hoodies are a staple, and their solid performance reflects a strong preference among customers for casual and comfortable wear.
- **Denim**, contributing **16.00%** with £350,645, also holds a good share, though it doesn't quite match up to footwear and outerwear in terms of sales volume. This suggests denim is still a reliable category but may not be as popular at the moment.
- **Sweatpants** and **T-shirts** are the lower performers, contributing **10.72%** and **8.34%** respectively. Sweatpants sales amount to £234,940, while T-shirts

bring in £182,815. These categories are still important but might need more attention to drive overall sales growth.

Comparing Categories

When comparing the top performer (**Outerwear**) to the lowest performer (**T-shirt**), there's a noticeable gap. Outerwear not only contributes significantly more to the total sales but also has a higher individual sales figure.

While **Footwear** and **Hoodies** perform strongly, their sales contributions are still not as high as Outerwear. This could indicate a broader market interest in outerwear. If **Footwear** and **Hoodies** were promoted more or tied to specific trends, there can be a potential for growth.

Sweatpants and **T-shirts** are likely suffering from lower sales figures due to over-saturation or lack of differentiation. These are commonly found in many stores, and without a unique selling point, they may not capture enough attention.

Suggestions for Improvement

- **Boosting Sales of Lower-Performing Categories:** Sweatpants and T-shirts could benefit from focused promotions, new designs, or limited-edition releases to generate more interest. Alternatively, pairing these items with more popular categories like hoodies or footwear might increase their sales.
- **Enhancing Footwear and Hoodie Appeal:** Footwear and hoodies are in a strong position, but their contribution could be increased with targeted marketing campaigns that emphasize their quality, style, or functionality. Collaborations with influencers or seasonal promotions could also boost their visibility.
- **Leveraging Outerwear's Strength:** Given Outerwear's largest share, there may be an opportunity to expand further in this category.

Conclusion

The overall sales performance reflects a good distribution of revenue across the categories. However, there are some possible improvements, particularly in the lower-performing categories like T-shirts and Sweatpants. By focusing on differentiation and targeted marketing for these categories, there is potential for growth. Meanwhile, Outerwear and Footwear should continue to be focal

points, as they represent the largest share of sales and demonstrate strong customer interest.

Seasonal Sales Contribution: -

Overall Analysis

The total sales for the year are spread relatively evenly across all seasons, with no significant differences in the percentage contribution from each.

Below is a breakdown of how each season performed:

- Winter takes the lead with £561,495 in sales, contributing 25.62% of the total seasonal sales. This suggests that Winter is the strongest season in terms of revenue generation, likely due to demand for cold-weather products, such as outerwear and footwear.
- Spring follows closely behind with £553,290 in sales, representing 25.25% of total seasonal sales. Although Spring trails Winter slightly, the sales volume remains strong, indicating a steady demand for products as the weather changes.
- Fall is also a strong performer, contributing 25.09% with £549,800 in sales. Like Spring, Fall benefits from cooler temperatures, where items like hoodies and denim could see more demand. The similarity in performance between Fall and Spring suggests that both seasons cater to a similar set of products.
- Summer accounts for 24.04% of the total seasonal sales, with £526,840 in sales. Though Summer has the lowest percentage contribution, it's still a substantial amount. This lower contribution could be attributed to reduced demand for warm-weather apparel during this period.

Seasonal Comparison

The seasonal sales data shows a very balanced distribution of sales across Winter, Spring, Fall, and Summer. The difference in contribution between the top performer (Winter) and the lowest performer (Summer) is minimal, only **1.58%**. This indicates that there's no significant drop-off in sales during the warmer months, though Winter continues to bring the highest revenue.

Winter's sales is likely driven by a increase in demand for warmer clothing, which is typical for cold months. Spring, Fall, and Summer perform similarly, which suggests that the products sold across these seasons are somewhat interchangeable, or there is consistent demand year-round.

Suggestions for Improvement

- **Maximizing Summer Sales:** Even though Summer shows a smaller contribution, it still requires growth. To increase sales in this season, focus on promoting seasonal items like lighter clothing, activewear, and accessories. Develop better graphic designs that might attract the consumer to buy a product.
- **Leveraging Winter Success:** Winter has the highest contribution to sales, which is great for driving revenue. Consider expanding the range of Winter-specific products, such as premium outerwear or accessories that complement existing offerings. Additionally, marketing campaigns that target Winter holidays or events can help further boost sales.
- **Maintaining Balance Across Seasons:** Since Spring, Fall, and Summer contribute similarly to total sales, it's important to continue offering products that meet the demand for those specific seasons. Promotions or product releases that are seasonally relevant can help maintain this balance and sustain sales year-round.

Conclusion

The seasonal sales data reveals a relatively stable performance throughout the year, with each season contributing a similar share of sales. Winter leads the way with the highest contribution, followed closely by Spring and Fall. Summer, while slightly lower in performance, still contributes a significant portion of the total sales. To optimize performance, businesses should focus on strengthening Summer offerings while continuing to promote and expand successful Winter lines. Maintaining seasonal balance through targeted marketing strategies will ensure that sales remain steady throughout the year.

Overall Analysis for seasonal and Category Sales:

When we compare the seasonal and category sales, both show a relatively balanced performance, with Winter and Outerwear leading the way. Winter has the highest seasonal sales, followed closely by Spring and Fall, while Summer falls slightly behind. Similarly, Outerwear is the top-selling category, followed by Footwear and Hoodies, while T-shirts and Sweatpants are the lower

performers. To improve, the business could focus on boosting Summer sales by offering lighter, seasonal products and better graphics/designs. For the lower-performing categories like T-shirts and Sweatpants, introducing unique designs or running promotions could help increase interest. Overall, leveraging the success of Winter and Outerwear, while maintaining balanced offerings for Spring, Fall, and Summer, will help keep sales strong across all seasons and categories.