Retail management system

I make this database to simulate a small-sized company's operations, managing employees, customer relationships, product sales, and returns. The project provides actionable insights for HR optimization, revenue growth, and customer retention strategies.

So, here I designed and optimized a relational database named **Business_Analysis** for simulating a retail company.

This project is **well-normalized** and supports:

- HR analysis
- Sales and revenue analytics
- Customer order behaviors
- Return tracking

Over **47 analytical SQL queries** covering:

- Salary analytics (highest, second highest, department averages, etc.)
- Customer purchase patterns (multiple orders, loyal customers, high spenders)
- Revenue & sales performance
- Advanced window functions (RANK, DENSE_RANK, PERCENT_RANK)
- Data integrity checks (duplicate emails, unsold products)

These queries already make this project **data-driven and analytical**.