

ZARA SALES DATA REPORT

SQL Introduction

This document contains the answers to each SQL query written in the ZARA SALES SQL file. Each section provides the output of the query using simulated sample data and the business insight derived from it.

Questions:

1. Sales trends by day, month and year

Insights: To get sales trend analysis across orderdate.

Ans: From the result, '2025-05-22' has the highest sales which indicate that the highest sales happened on the 22nd of May 2025 and the least sales happened on the '2025-03-13' which indicate that the least sales occurred on the 13th of March 2025. The column gives total sales of the sales made using orderdate column.

2. Sales by month/year

Ans: From the result, September 2024 had highest sales followed by May 2025 with a slight sales difference.

3. Top selling products

Insights: Getting products with the highest sales

Ans: From the result, 'CONTRASTING PATCHES BOMBER JACKET' had the highest sales while 'HIGH COLLAR KNIT SWEATER' had lowest sales.

4. Write a query to select top selling product category in each section

Ans: From the result, we have just one category which is (clothing), and two sections (men, women). Men had highest sales with value of '35712664' and highest quantity ordered with value of '396199' while women had lowest sales with value of '3275814' and lowest quantity ordered with value of '63374'.

5. Write sql query to select sales / quantity sold distribution by product promotion

Ans: From the result, products that are promoted had highest sales with value of '19994389' and quantity ordered value of '219261', while products that are not promoted had lowest sales and highest quantity ordered with values of '18994089' and '240312' respectively.

6. Write sql query to select sales / quantity sold distribution by product condition

Ans: Out of the five (5) different product condition available, Jackets had highest sales with value of '26581816' and also highest quantity ordered with value of '259468', while Jeans had lowest sales and quantity ordered with values of '864386' and '13320' respectively.

7. Write sql query to select sales / quantity sold distribution by product seasonal

Ans: From the result, we have two seasons, products that are seasonal are represented as Yes and products that are not seasonal are represented as No. Seasonal products had highest sales with value of '19832090' and highest quantity ordered with value of '233181' while season's represented with No had a slight difference sales to seasonal products.

8. Write sql query to select sales / quantity sold distribution by product position

Ans: From the result, three (3) products position were available, out of the three Aisle had highest sales and quantity ordered with value of '15481439' and '177396' respectively, while the one at Front of store had lowest sales and lowest quantity ordered with values of '10960574' and '129247' respectively.

9. Write a query to select the year with the highest sales

Ans: From the result two year were available (2024, 2025). 2024 had highest sales with value of '21498385' while 2025 had lowest sales with value of '17490093'.

POWER BI OBJECTIVES

1. Kpi's (Total sales, Quantity sold)
2. Sales Trends (month,year)
3. Top 5 products by Sales
4. Sales / Quantity distribution by product promotion
5. Sales / Quantity distribution by product condition
6. Sales / Quantity distribution by product seasons
7. Slicers to filter the records



ANSWER

Top 5 Products by Sales

- The highest-selling product is the Contrast Patches Bomber Jacket, approaching 1 million in sales.
- Other top products include:
 - Suit Jacket In 100% Linen
 - Faux Leather Bomber Jacket
 - Plaid Overshirt
 - Rib Collar Jacket
- All five top products have sales between roughly 0.75M and 1M.

Total Sales by Year, Quarter, and Month

- Sales grew significantly from July to September 2024, then dipped a bit in October and November.
- There was a slight recovery around January 2025, but a noticeable dip in March 2025.
- Sales picked up again by May 2025, showing a possible seasonal trend.
- June 2024 had lowest sales.

Total Sales by Seasonal Products

- Seasonal products (marked "Yes") generated significantly more sales (19.8M) compared to non-seasonal products (19.1M).
- This shows that seasonal offerings contribute more to total revenue.

Total Sales by Product Condition

- Jackets dominate sales by a wide margin.
- Other categories like sweaters, shoes, t-shirts, and jeans trail far behind, each below 5M.
- Focus on jackets is clearly the brand's strength or customer preference.

Total Sales by Product Promotion

- Products that were promoted and those that were not contributed equally, with each just under 20M in total sales.

- This implies promotions had little to no impact on total sales volume, customers buy regardless.

Overall Metrics (Top Right)

- **Quantity Sold:** 460K units
- **Total Sales:** 39M
- This gives an average price per item sold of roughly 84.78 ($39\text{M} \div 460\text{K}$).

Slicers

Section and Product are used as slicers to filter the dashboard and make it responsive.

Conclusion

The analysis of ZARA's sales data highlights clear patterns and trends across product types, time periods, and promotional strategies. Jackets emerged as the highest-selling product category, with the "Contrast Patches Bomber Jacket" leading individual product sales. Seasonal products also performed better in both quantity and value, indicating a strong customer preference for time-relevant fashion. While promotional efforts contributed to sales, the difference between promoted and non-promoted items was minimal, suggesting that promotions may not be the primary driver of purchases. Sales peaked in September 2024 and May 2025, reinforcing the presence of seasonal demand patterns.

Recommendations

1. **Focus on Jackets:** Since jackets significantly outperform other categories, ZARA should prioritize jacket collections in both men's and women's lines, especially around high-performing styles.
2. **Capitalize on Seasonal Trends:** Invest more in marketing and stock for seasonal products. Align product launches and campaigns with known peak months (e.g., September and May).
3. **Optimize Promotions:** Reevaluate current promotional strategies, as they show little difference in sales impact. Instead, explore personalized promotions or loyalty-based incentives.
4. **Boost Underperforming Categories:** Consider revamping or phasing out low-performing categories such as jeans and sweaters unless improvements are made in their designs or marketing.