Final Project Assignment: Analyzing Monthly Sales Trends in Northwind Database

Project Topic: Analyzing Monthly Sales Trends in Northwind Database

Description: In this project, you will analyze monthly sales trends using the Northwind database. Your tasks will include:

- Calculating the total sales amount for each month.

- Identifying the top-selling products for each month based on quantity sold.

- Comparing total sales between different product categories for each month.

- Analyzing the number of orders placed by each customer per month.

This project aims to provide insights into sales performance over time, product popularity, category comparisons, and customer behavior.

Instructions:

1. **Data Analysis:**

   o **Monthly Sales Amount:** Write SQL queries to calculate the total sales amount for each month.

   o **Top Selling Products:** Identify and list the top-selling products each month based on the quantity sold.

   o **Product Categories Comparison:** Compare total sales between different product categories on a monthly basis.

   o **Customer Orders Analysis:** Analyze the number of orders placed by each customer per month.

2. **Documentation:**

   o **Presentation:** Create a PowerPoint presentation to summarize your findings. The presentation should:

     ▪ Be up to 12 slides.

     ▪ Include key points from your analysis, supported by charts, tables, and visual aids.

3. **Submission:**

   o **PowerPoint Presentation:** Submit a PowerPoint file of your presentation up to 12 slides.