Dairy Sales Dashboard: Key Business Questions Explored

As part of my hands-on data analysis project for a dairy store, I explored 16 critical business questions using SQL to generate actionable insights. Here's how they're categorized:

- **Sales Performance**

1. Which dairy products have generated the highest total sales?

2. What are the top 5 best-selling products by quantity?

3. What is the total monthly revenue trend over the past year?

4. Which product categories contribute the most to overall revenue?

5. What is the average purchase value per order?

6. Are there any sudden drops in sales for specific products or time periods?

- **Customer Behaviour**

7. What is the average sales per customer?

8. Which customers made the highest total purchases?

9. What is the repeat purchase rate of customers?

10. How many new versus returning customers do we have each month?

11. What are the top 3 most frequently purchased product combinations?

- **Time & Trend Analysis**

12. Which day of the week has the highest number of transactions?

13. What is the average basket size across all orders?

- **Product & Promotion Insights**

14. Which products have the highest profit margins?

- **Inventory & Operational Metrics**

15. Which locations have the highest total revenue?

16. Which products have the highest stock turnover rate?