

Executive Summary

Project Title: Online Bookstore SQL Analysis

Tools Used: PostgreSQL, pgAdmin

Project Type: Semi-guided

Data Source: Kaggle (Online Bookstore Dataset)

Project Overview:

This project involves analyzing transactional data of an online bookstore to uncover insights into customer behavior, sales performance, and inventory status using SQL. The objective is to support data-driven decision-making and apply SQL skills in a real-world business scenario.

Dataset Details:

- Books – Book_ID, Title, Author, Genre, Published_Year, Price, Stock
- Customers – Customer_ID, Name, Email, City, Country
- Orders – Order_ID, Customer_ID, Book_ID, Order_Date, Quantity, Total_Amount

Key Insights

- 139 repeat customers indicate a strong base for loyalty campaigns
- 443 customers spent over \$30, mostly from urban cities
- Total revenue: \$75,628.66
- Top spender: Kim Turner (\$1,398.90)
- Popular book: “Robust Tangible Hardware”
- One book is already out of stock

Recommendations

- Launch a loyalty program for repeat customers
- Target high-value cities with localized promotions
- Restock popular and out-of-stock titles
- Promote bestsellers and premium Fantasy books

Skills Applied

Writing advanced SQL queries, using JOINS, GROUP BY, and aggregation, generating business insights from raw data, creating a professional presentation in Canva

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