

# SQL Project presentation

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# SHAPE OF DATA SET

**NO OF COLUMNS: 17**

**NO OF ROWS: 1000**

**NO.OF. Categorical column: 6**

**(Branch(3),city(3),customer type(2),gender(2),product(line6),payment)**

**No of Numerical Column: 8**

**unit price,quantity,Tax 5%,Total,Cogs,gross margin,percentage,gross  
income,rating**

# PRODUCT ANALYSIS

1. Health and beauty
2. Electronic accessories
3. Home and lifestyle
4. Sports and travel
5. Food and beverages
6. Fashion accessories

**Food and beverages -56144.8440000000005**  
**Sports and travel -55122.8264999999996**  
**Electronic accessories -54337.5315000000005**  
**Fashion accessories -54305.895**  
**Home and lifestyle - 53861.9130000000001**  
**Health and beauty - 49193.73900000000016**

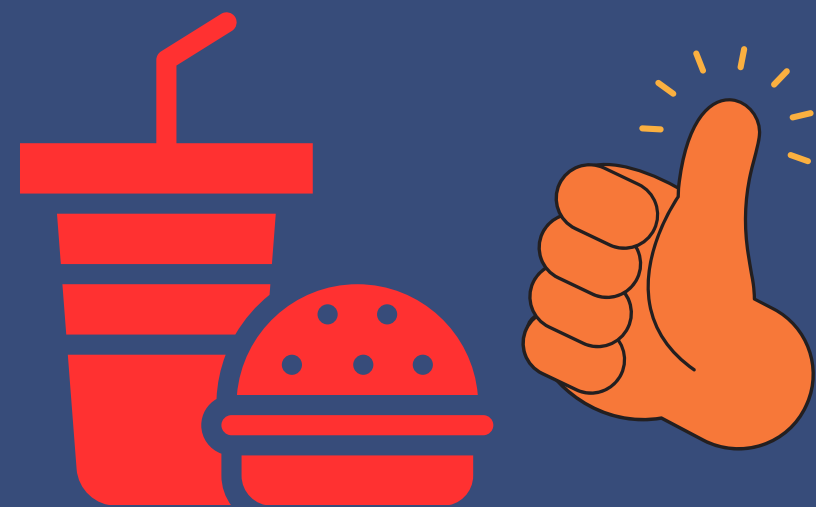
**THERE ARE 6 TYPES OF PRODUCT**  
**FOOD AND BEVERAGES HAS MORE NUMBER OF SALES**  
**AND BEST PERFORMING PRODUCT**

# PRODUCT ANALYSIS

- 1.Health and beauty
- 2.Electronic accessories
- 3.Home and lifestyle
- 4.Sports and travel
- 5.Food and beverages
- 6.Fashion accessories

Health and beauty	- 49193.7390000000016
Home and lifestyle	- 53861.9130000000001
Fashion accessories	- 54305.895
Electronic accessories	- 54337.5315000000005
Sports and travel	- 55122.8264999999996
Food and beverages	- 56144.8440000000005

Product lines that need improvement -  
Health and Beauty



# SALES ANALYSIS

Jan	116291.86800000 005
Mar	109455.5070000 0004
Feb	97219.37399999 997

JAN MONTH HAS  
MORE SALES

BRANCH	SALESH
B	106197.671999 99996
A	106200.37050 00001
C	110568.706499 99994

BRANCH B HAS MORE NUMBER OF SALES

# CUSTOMER ANALYSIS

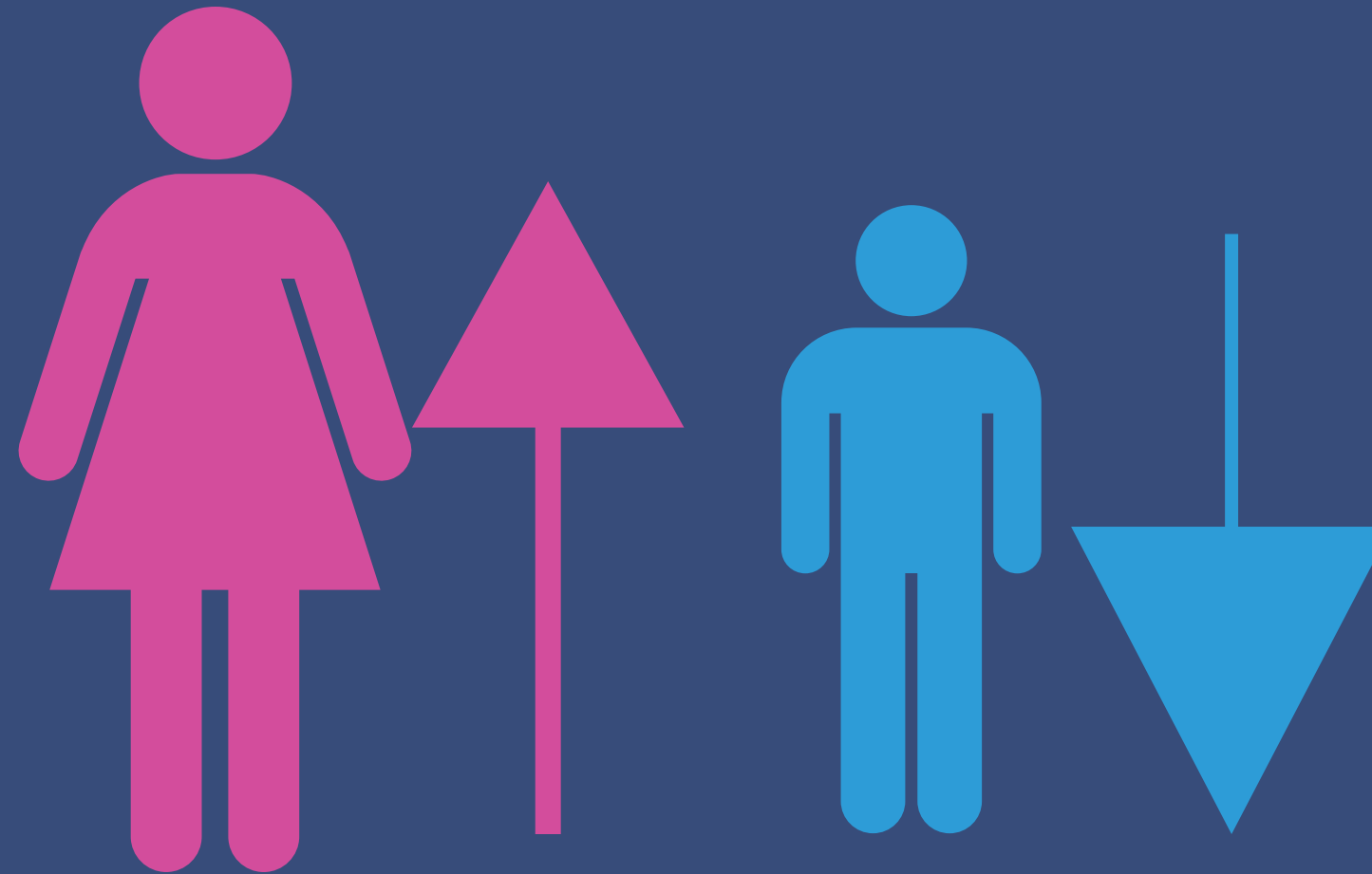
CUSTOMER TYPE
Member
Normal

CUSTOMER TYPE	PURCHASE FREQUENCY
Member	2785
Normal	2725

TWO TYPES OF CUSTOMER    MEMBER HAS HIGH FREQUENCY

# CUSTOMER ANALYSIS

GENDER	COUNT
Female	501
Male	499



FEMALE GENDER IS PREDOMINANT THAN MALE