**SQL Project – Analysis of Walmart Data**

* **Introduction and overview**
* **Questions**
* **Sales Performance Analysis**

1. What are the total sales for each branch?
2. What is the total quantity of products sold in each city?
3. What are the monthly sales trends?
4. What are the top 10 days with the highest sales?
5. What are the total sales by each payment method?
6. What is the average sales amount per transaction?
7. Number of sales made in each time of the day per weekday
8. Which of the customer types brings the most revenue?
9. Which city has the largest tax percent/ VAT (\*\*Value Added Tax\*\*)?
10. Which customer type pays the most in VAT?

* **Customer Analysis**

1. How are sales distributed among different customer types?
2. What are the total sales made to male and female customers?
3. What is the average purchase value for each customer type?
4. How many transactions are made by each customer type?
5. What is the average purchase value by gender?
6. How many unique customer types does the data have?
7. How many unique payment methods does the data have?
8. What is the most common customer type?
9. Which customer type buys the most?
10. What is the gender of most of the customers?
11. What is the gender distribution per branch?
12. Which time of the day do customers give most ratings?
13. Which time of the day do customers give most ratings per branch?
14. Which day for the week has the best avg ratings?
15. Which day of the week has the best average ratings per branch?

* **Product Performance Analysis**

1. What is the top-selling product lines?
2. What is the total quantity sold for each product line?
3. What is the average unit price for each product line?
4. What are the total sales for each product line by gender?
5. Which products generate the highest gross income?
6. How many unique product lines does the data have?
7. What is the most common payment method?
8. What is the most selling product line?
9. What is the total revenue by month?
10. What month had the largest COGS?
11. What is the city with the largest revenue?
12. What product line had the largest VAT?
13. Fetch each product line and add a column to those product line showing "Good", "Bad". Good if its greater than average sales
14. Which branch sold more products than average product sold?
15. What is the most common product line by gender?
16. What is the average rating of each product line?

* **Financial Performance Analysis**

1. What is the total gross income generated by each branch?
2. What is the average gross margin percentage for each product line?
3. What is the total cost of goods sold (COGS) for each branch?
4. What is the ratio of gross income to total sales?
5. How do the gross margins compare across branches?
6. What is the monthly financial performance in terms of gross income and COGS?

* **Time-Based Analysis**

1. What are the monthly sales trends?
2. How are sales distributed across different hours of the day?
3. What are the sales trends by day of the week?
4. How do sales compare across different years?
5. What are the sales trends by season?

* **Solutions**
* **Data**
* **Result**