

# E-Commerce SQL Analysis Report

## Project Overview

This report presents insights generated from SQL analysis on an E-Commerce database. The analysis focuses on customer behavior, product demand, sales trends, and business performance.

## Key Insights

1. Top 3 cities with highest number of customers for better market targeting.
2. Customer segmentation based on purchase frequency.
3. Identification of high-value products with average quantity purchase of 2.
4. Category-wise unique customer engagement analysis.
5. Month-on-month percentage growth in total sales.
6. Trends in monthly average order value.
7. Fast-moving products requiring frequent restocking.
8. Products purchased by less than 40% of customers.
9. Month-wise tracking of new customer acquisition.
10. Highest revenue-generating months for business planning.

## Conclusion

The SQL-driven analysis highlights customer behavior, product performance, and sales growth patterns. These insights support data-backed decision-making in marketing, operations, and inventory planning.