SQL Online Sales Project

Analyzing Online Retail Sales Data with SQL

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Project Overview

Introduction

Analyze a 'fake' **Online Retail Dataset** created in MySQL, consisting of 4 tables:

- Sales / Customers / Suppliers / Products

Goal 🎯

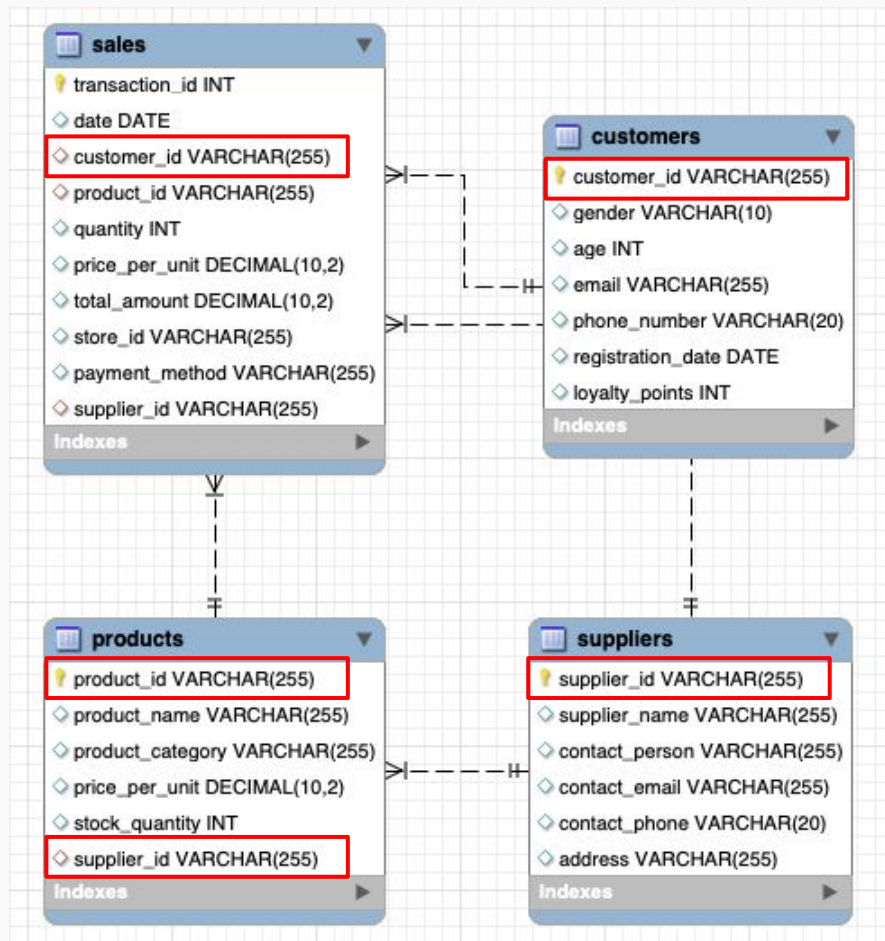Address two key problem statements:

- **Sales Analysis** and **Customer Analysis**m through SQL.

Dataset

Online Retail Tables:

- Sales
- Customers
- Products
- Suppliers

Problem Statement

Sales Analysis

- **Top product categories** based on total revenue.

- **Monthly sales trends** across different product categories.

- Identify **Top-Performing Suppliers** based on total sales revenue.

Customers Analysis

- Identify **Top Customers** by Total Spending.

- **Analyze Customer Demographics** (age & gender) Based on Purchase Frequency:

- Identify **popular product categories** for different **age groups** (under 30, 30-50, over 50).

Sales Analysis Results

Identify **Top Product Categories** by total revenue.

product_category	total_revenue
Electronics	1444.75
Accessories	299.94
Travel	249.99
Sports	149.99
Apparel	99.99
Furniture	59.97
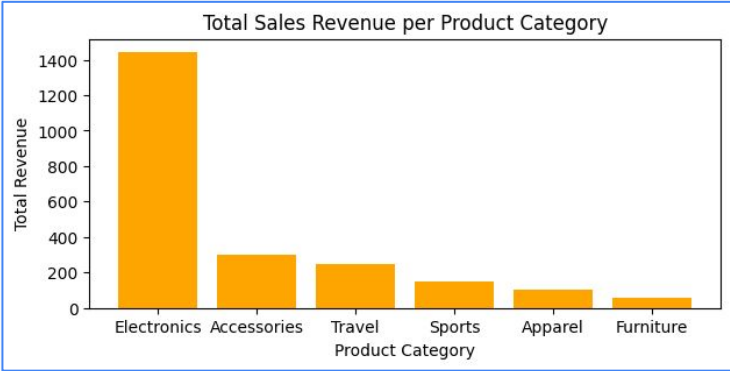
Top Suppliers by total revenue (Total 20 suppliers)

| Supplier Name	
Gadgets4U	509.9
ElectronicsRUs	300.0
FashionTrends	250.0
Innovative Solutions Ltd.	160.0
Tech Solutions Inc.	150.0
Global Products Ltd.	130.0
Global Gadgets Ltd.	120.0

Which months are we selling the most? (2023 data)
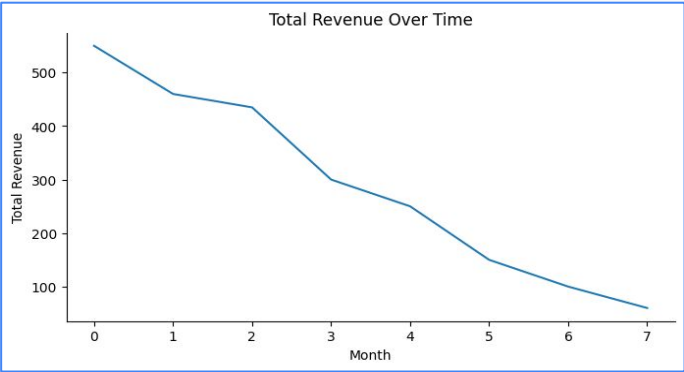
Customer Analysis Results 👥

Top 15 Customers by Total revenue

C001	200.0
C002	360.0
C003	230.0
C004	400.0
C005	220.0
C016	150.0
C017	60.0
C018	130.0
C019	120.0
C020	50.0
C021	160.0
C022	60.0
C023	25.0
C024	120.0
C025	20.0

Profitable customers demographics age

Profitable customers (3-5 purchases) avg. age
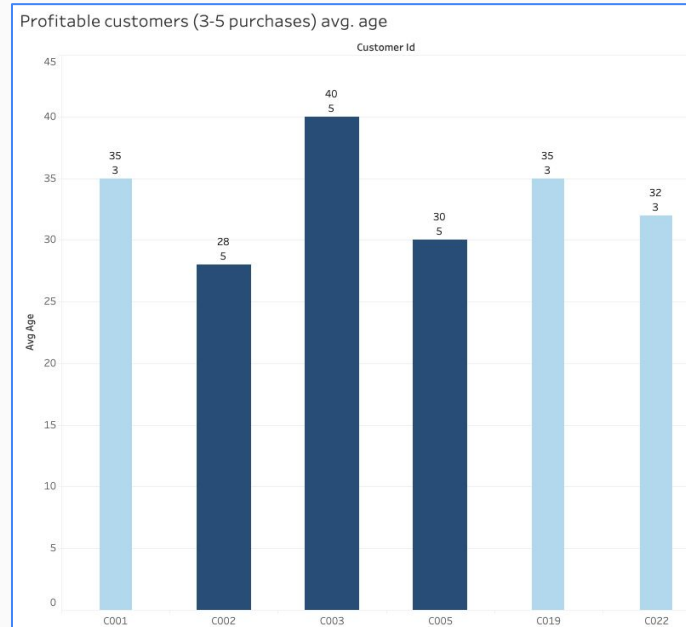
Overall dataset gender distribution:

Gender ⇟	
Male	1,159.79
Female	1,144.84

Conclusions

Sales Analysis:

- **Main Revenue Sources**: **Electronics** and **Accessories** are the top product categories.

- **Seasonal Trends**: Higher sales in the first quarter of the year.

- Top Suppliers: Our top 3 suppliers are Gadgets4U, ElectronicsRUs, and FashionTrends.

Customer Analysis:

- **Gender Distribution**: Sales distribution is 50/50 between genders.

- **Profitable Customer Demographics**: The most profitable customers (3-5 purchases), are aged between 28-40 years old.