📘 Project Title: Book Order Analysis Using MySQL

📝 Overview

This project involves analyzing a fictional bookstore's order data to gain insights into customer behaviour and sales trends. The data was structured into a relational database and queried using MySQL Workbench to answer key business questions.

📊 Data Source

The dataset was sourced from publicly available **Google search data** and structured into a simplified sales model for a bookstore.

☐ Data Model

An **Entity-Relationship Diagram (ERD)** was designed containing three tables:

- Orders – Fact table containing transactional order data

- Customers – Dimension table with customer details

- Books – Dimension table with book information

This schema follows a **star schema** design, enabling efficient analytical querying.

🔧 Tools & Technologies

- **MySQL Workbench** – for database creation and querying

- **ERD Tool** – for designing the schema (Lucidchart / dbdiagram.io or equivalent)

- *(Optional: mention Excel, Python, or any additional tools used)*

📌 Business Questions Answered

The attached SQL file includes a series of business questions that were answered using SQL queries. These include:

- Total number of orders and revenue

- Top-selling books and high-value customers

- Customer behaviour analysis

- Book popularity and order patterns

☑ Key Insights

- Identified best-selling books by total order value

- Recognized frequent customers contributing to repeat business

- Observed seasonal trends in order volume

☑ Conclusion

This project demonstrates the practical application of relational databases and SQL for business analytics. It showcases the ability to structure raw data, design an effective schema, and derive meaningful insights through SQL-based querying.