Project Title: *Amazon Sales Data Analysis Using SQL*

Overview:
This project focuses on analyzing sales data from Amazon's operations in three Myanmar cities—Naypyitaw, Yangon, and Mandalay—for Q1 2019. Using SQL, the analysis explores key metrics like product performance, customer behavior, and revenue trends across different cities and branches.

Key Objectives:

- Understand which factors drive sales across regions and customer types.
- Identify the most and least profitable product lines.
- Uncover trends in purchase patterns by time, gender, and customer type.

Tools Used:

- SQL (for querying and analysis)
- Excel / Google Sheets (for initial cleaning & support)
- Data Visualization Tools (optional: Power BI, Tableau)

Analysis Areas:

- **Sales Analysis:** Monthly revenue trends, best-performing branches, peak sales days and hours.
- **Customer Analysis:** Gender and customer-type segmentation, revenue contributions, product preferences.
- **Product Analysis:** Units sold, revenue by product line, VAT contributions.

Insights & Key Findings:

- **Highest Revenue Product Line:** *Food and Beverages* ($56,144.96)
- **Top Sales Time:** *Afternoon on Saturdays*
- **City with Highest Revenue:** *Naypyitaw Branch C* ($110,568.86)
- **Most Valuable Customer Segment:** *Female Members*
- **Most Popular Product Lines:** *Fashion Accessories (Female)*, *Health and Beauty (Male)*

Impact:
The project demonstrates how SQL can be effectively used to extract meaningful patterns from retail data, helping businesses identify profitable segments and optimize sales strategies.

-- Key Findings from Amazon Sales Dataset --

Product Analysis:

- Highest Sales Product Line: Electronic Accessories (Units Sold:971)
- Highest Revenue Product Line: Food and Beverages ($ 56144.96)

- Lowest Sales Product Line: Health and Beauty (Unit Sold: 854)
- Lowest Revenue Product Line: Health and Beauty ($ 49193.84)

Sales Analysis:

- Month With Highest Revenue: January ($ 116292.11)
- City & Branch With Highest Revenue: Naypyitaw[C] ($ 110568.86)
- Month With Lowest Revenue: February ($ 97219.58)
- City & Branch With Lowest Revenue: Mandalay[B] ($ 106198.00)
- Peak Sales Time Of Day: Afternoon
- Peak Sales Day Of Week: Saturday

Customer Analysis:

- Most Predominant Gender: Female
- Most Predominant Customer Type: Member
- Highest Revenue Gender: Female ($ 167883.26)
- Highest Revenue Customer Type: Member ($ 164223.81)
- Most Popular Product Line (Male): Health and Beauty
- Most Popular Product Line (Female): Fashion Accessories
- Distribution Of Members Based On Gender: Male(240) Female(261)
- Sales Male: 2641 units
- Sales Female: 2869 units