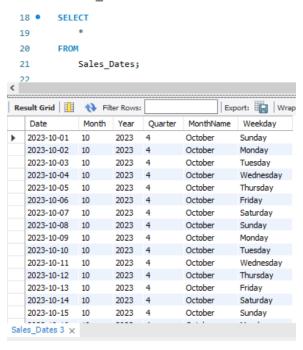
## **Profit Pulse: Sales Analysis**

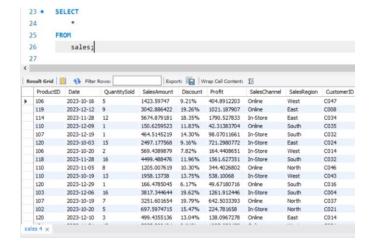
- 1. Database Schema:
- Sales: Stores sales information.
- Products: Stores product information.
- Sales date: Stores sales by dates details.

## 1. Retrieving Data from all tables

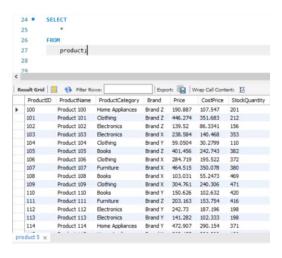
Sales Date



Sales



## Product

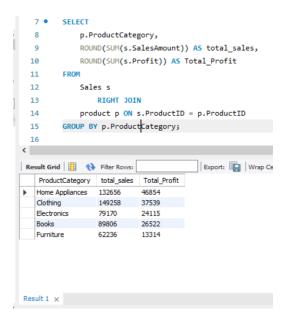


• Date Column Format according to RDBMS

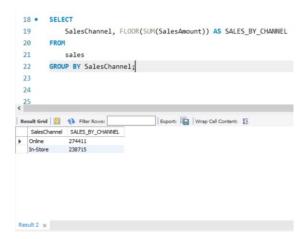


## Sales Analysis:

What are the total sales and profit for each product category?

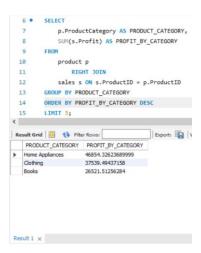


 How do sales vary across different regions or sales channels Online vs. In-Store)?

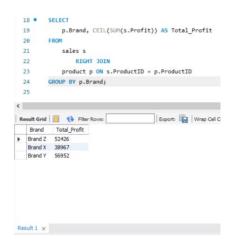


Profitability

• Which products or categories have the highest profit margins?

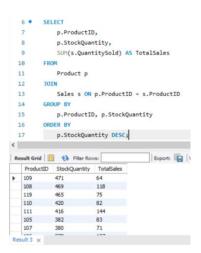


• What is the total profit generated by each brand

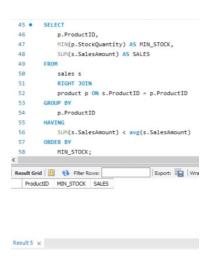


• Stock and Inventory:

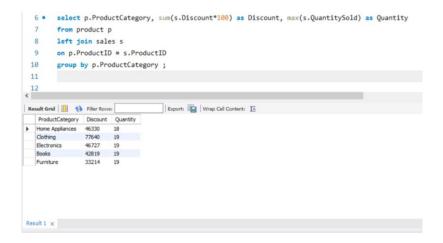
 Which products have the highest stock quantity, and how does this correlate with sales?



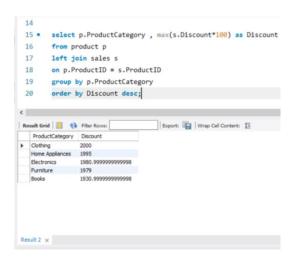
-Are there products with low stock but high sales performance?



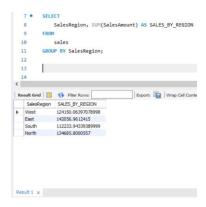
- Customer Insights
- Which customers are the most frequent buyers?



• Which customers generate the highest revenue?

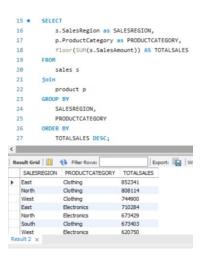


What is the average discount provided to customers?

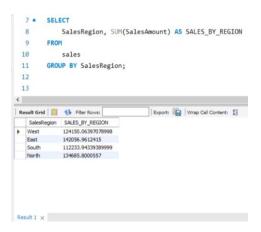


• Region-based Performance:

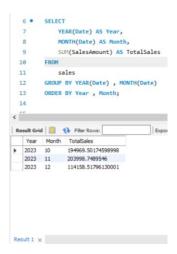
Are there specific regions where certain product categories perform better?



• Which regions generate the most revenue?



- Time-based Analysis:
- What are the monthly or yearly sales trends?



• On which days of the week are sales highest?

