Business Brief: Kaiba Bike Sales Analysis Project – SQL PROJECT

Project Objective

Management seeks a comprehensive analysis of the company's sales activities to gain insights into performance trends and uncover opportunities for improvement. The analysis will focus on understanding sales volume trends, revenue distribution, and key contributors to sales success over the period 2015–2018.

Scope of Work

1. **Sales Volume Trends**

   o Analyze the sales volume across the 2015–2018 period to identify patterns, peaks, and declines.

   o Highlight seasonal variations, yearly trends, and any anomalies in the data.

2. **Revenue Analysis**

   o Provide a breakdown of revenue by:

      ▪ **Region**

      ▪ **Store**.

      ▪ **Product**.

      ▪ **Category**.

      ▪ **Brand**.

3. **Customer Insights**

   o Generate a list of the **top-performing customers** by revenue contribution.

4. **Sales Representative Performance**

   o Identify the **top-performing sales representatives** based on revenue generated and volume of sales.

Key Deliverables

1. **Database Development**

   o The analyst is responsible for identifying, collecting, and consolidating relevant sales data.

   o Build a database structure that integrates all required data fields (e.g., sales records, customer details, product information).

2. **Data Analysis Report**

   o A detailed report with visualizations highlighting trends, insights, and actionable recommendations.

   o Insights should be presented using charts, tables, and graphs for easy interpretation by management.

3. **Executive Summary**

   o A concise summary of key findings and recommendations to guide management decisions.

Data Sources

- Historical sales data from internal systems.

- Customer and product databases.

- Regional and store-level sales records (if stored separately).

- Any additional data sources identified by the analyst during research.

Success Criteria

- Accurate identification of trends and anomalies in sales volume over 2015–2018.

- Clear and actionable insights into revenue distribution by region, store, product, category, and brand.

- Identification of top customers and sales representatives with supporting data.

- Database and analysis that provide a foundation for ongoing monitoring and decision-making.

Timeline

- **Data Collection and Database Creation:** 1 day

- **Analysis and Insight Generation:** 4 days

- **Presentation of Findings:** 2 days

Total Duration: 7 days