

Retail Data Analysis- SQL

BUSINESS CONTEXT

A retail store would like to understand its customer behavior using their Point of Sales (POS) data.

DATA AVAILABILITY

The data for this analysis has only 1 table named “diwali_sales_data”.

DATA PREPARATION AND UNDERSTANDING

- What is the total sales revenue?
- How many orders were placed in total?
- Which product categories contribute the most to sales revenue?
- What is the distribution of customers across different age groups and genders?
- What are the top-selling states or zones?
- What is the average age of customers?
- What is the average number of orders per customer?