

# Report

## Output of SQL

hackathon\_06\_25

```
1 • SELECT customer.City, SUM(sales.Amount) AS Total_Sales FROM haackathon_080625.sales
2 JOIN haackathon_080625.customer ON sales.CustomerID = customer.CustomerID
3 GROUP BY customer.City;
4
5 • SELECT c.CustomerName, SUM(s.Amount) AS TotalSales
6 FROM haackathon_080625.sales s
7 JOIN haackathon_080625.customer c ON s.CustomerID = c.CustomerID
8 GROUP BY c.CustomerName ORDER BY TotalSales DESC LIMIT 3;
9
```

Result Grid

City	Total_Sales
Mumbai	3650
Delhi	2150
Chennai	400
Bangalore	1700
Kolkata	950

Result 1 x Result 2 Result 3 Result 4 Result 5

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```
1 • SELECT customer.City, SUM(sales.Amount) AS Total_Sales FROM haackathon_080625.sales
2 JOIN haackathon_080625.customer ON sales.CustomerID = customer.CustomerID
3 GROUP BY customer.City;
4
5 • SELECT c.CustomerName, SUM(s.Amount) AS TotalSales
6 FROM haackathon_080625.sales s
7 JOIN haackathon_080625.customer c ON s.CustomerID = c.CustomerID
8 GROUP BY c.CustomerName ORDER BY TotalSales DESC LIMIT 3;
9
```

Result Grid

CustomerName	TotalSales
Bob	2150
Alice	1850
Frank	1800

Fetch rows:

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```
10 • SELECT MONTHNAME(STR_TO_DATE(s.SaleDate, '%Y-%m-%d')) AS MonthName, SUM(s.Amount) AS MonthlySales
11 FROM haackathon_080625.sales s
12 GROUP BY MONTH(STR_TO_DATE(s.SaleDate, '%Y-%m-%d')), MonthName
13 ORDER BY MONTH(STR_TO_DATE(s.SaleDate, '%Y-%m-%d'));
14
15 • SELECT c.CustomerID, c.CustomerName
16 FROM haackathon_080625.customer c LEFT JOIN haackathon_080625.sales s ON c.CustomerID = s.CustomerID
17 WHERE s.SaleID IS NULL;
18
```

Result Grid

MonthName	MonthlySales
August	2850
September	3900
October	2100

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```
10 • SELECT MONTHNAME(STR_TO_DATE(s.SaleDate, '%Y-%m-%d')) AS MonthName, SUM(s.Amount) AS MonthlySales
11 FROM haackathon_080625.sales s
12 GROUP BY MONTH(STR_TO_DATE(s.SaleDate, '%Y-%m-%d')), MonthName
13 ORDER BY MONTH(STR_TO_DATE(s.SaleDate, '%Y-%m-%d'));
14
15 • SELECT c.CustomerID, c.CustomerName
16 FROM haackathon_080625.customer c LEFT JOIN haackathon_080625.sales s ON c.CustomerID = s.CustomerID
17 WHERE s.SaleID IS NULL;
18
```

Result Grid

CustomerID	CustomerName
C007	Grace
C008	Henry
C009	Irene
C010	John
C025	Zara

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```
18
19 • SELECT City, Round(AVG(Age)) AS AverageAge
20 FROM haackathon_080625.customer GROUP BY City;
21
22
23
24
25
```

Result Grid

City	AverageAge
Mumbai	35
Delhi	33
Chennai	41
Bangalore	32
Kolkata	28

Result 1 Result 2 Result 3 Result 4 Result 5 x

Output

Action Output

#	Time	Action	Message
1	16:52:43	SELECT customer.City, SUM(sales.Amount) AS Total_Sales FROM haackathon_080625.sales JOIN haackatho...	5 row(s) returned
2	16:52:43	SELECT c.CustomerName, SUM(s.Amount) AS TotalSales FROM haackathon_080625.sales s JOIN haackatho...	3 row(s) returned
3	16:52:43	SELECT MONTHNAME(STR_TO_DATE(s.SaleDate, '%Y-%m-%d')) AS MonthName, SUM(s.Amount) AS Monthl...	3 row(s) returned
4	16:52:43	SELECT c.CustomerID, c.CustomerName FROM haackathon_080625.customer c LEFT JOIN haackathon_080...	5 row(s) returned
5	16:52:43	SELECT City, Round(AVG(Age)) AS AverageAge FROM haackathon_080625.customer GROUP BY City LIMIT ...	5 row(s) returned

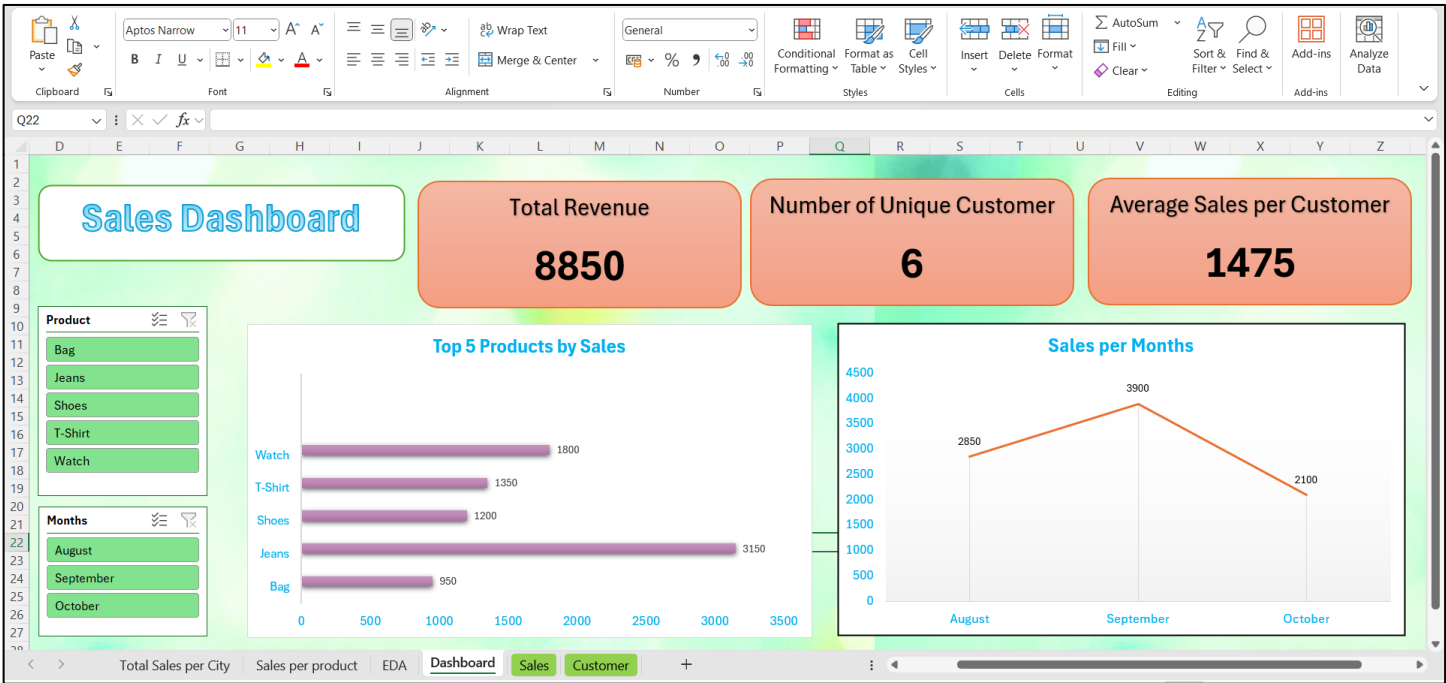
# Excel report

## Summary

**Objective:** Analyse sales and customer data to identify key trends and actionable insights.

## Key Insights

- **Top Performing Cities:** Mumbai has the highest total sales of 3650.
- **Best-Selling Products:** Jeans have highest among all the products, while Cap has least sales.
- **Customer Demographics:** Majority of purchases come from customers aged 25–40.
- **Seasonality or Trends:** October month has more sales as compared to other months.



## Recommendations

- Focus marketing in high-performing cities like Mumbai and Delhi to maximize revenue growth.
- Consider promotions or bundling strategies for underperforming products.
- Enhance outreach among high-value customer demographics.
- Plan inventory based on monthly demand trends.