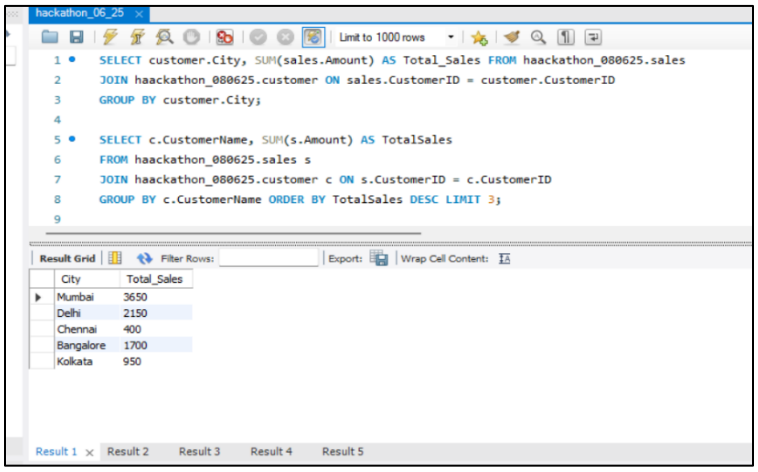
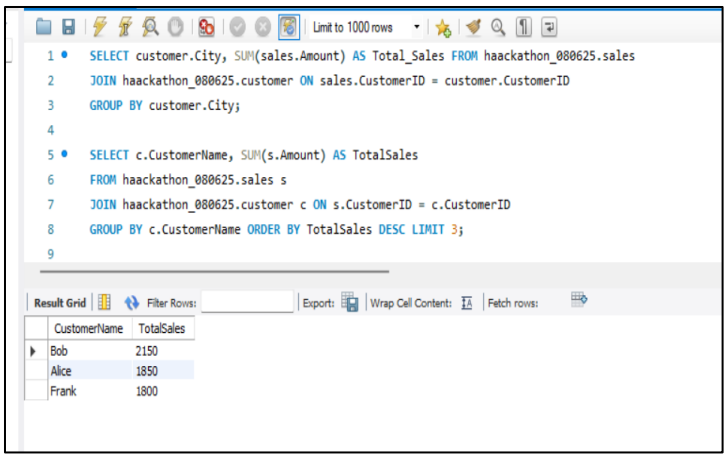
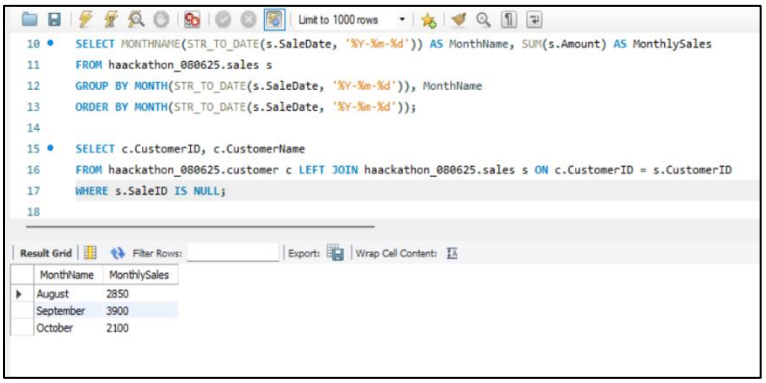
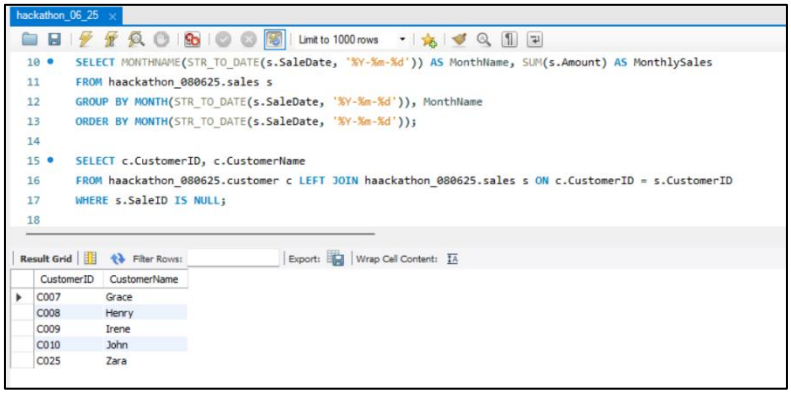
Report

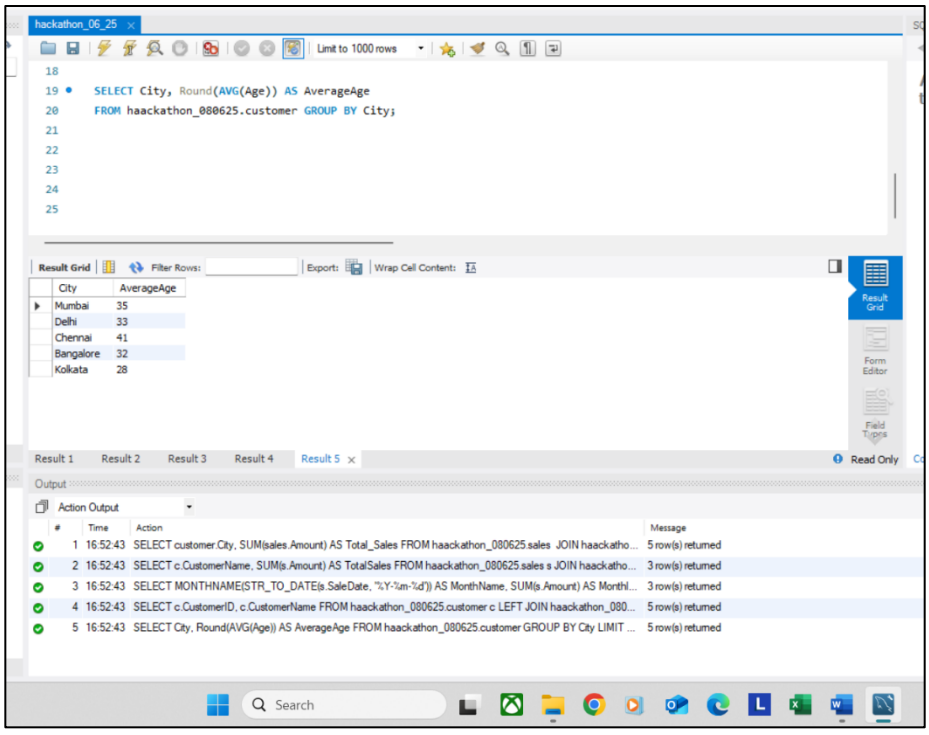
Output of SQL











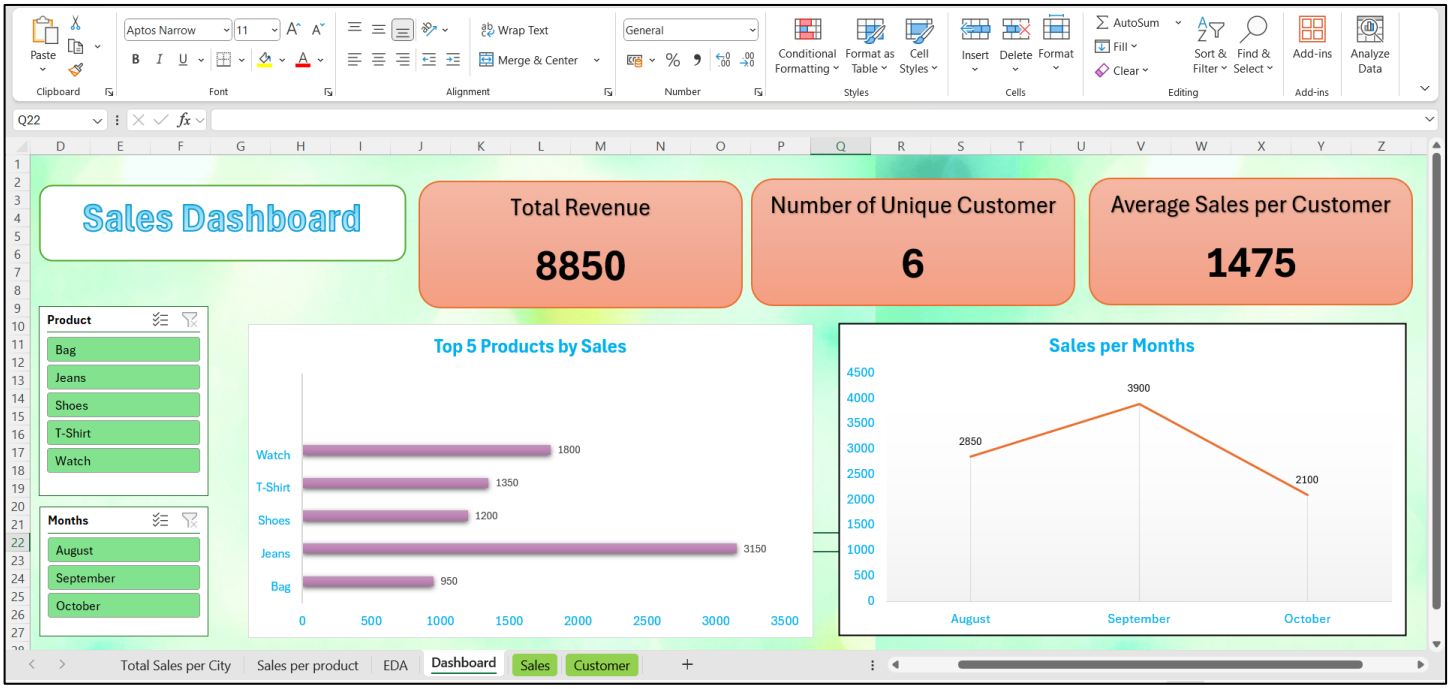
Excel report

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.