

Sales Data Analysis Report

Overview

This report explores key insights from the sales dataset, covering aggregate metrics and drill-downs based on various dimensions.

Key Insights

Aggregate Sales Data

Metric	Value
Total Sales	Rs 10.20 Billion
Average Transaction Value	Rs 20,405
Total Quantity Sold	3,747,755
Most Sold Product	Notebook
Most Profitable City	Kolkata

Conclusion: The overall sales performance is strong, with notebooks being the most popular product and **Kolkata leading in revenue generation**.

Sales Breakdown by Payment Method

Payment Method	Revenue
Cash	Rs 2558.68 Cr
Debit Card	Rs 2552.37 Cr
UPI	Rs 2530.18 Cr
Credit Card	Rs 2517.71 Cr
Unknown	Rs 45.73 Cr

Conclusion: Cash transactions contribute the highest revenue, closely followed by debit card and UPI payments.

Sales Breakdown by Store Type

Store Type	Revenue
In-Store Sales	Rs 5078.88 Cr
Online Sales	Rs 5078.08 Cr
Unknown	Rs 45.73 Cr

Conclusion: Sales are nearly **equal between in-store and online channels**, indicating a balanced customer preference.

Sales Breakdown by Region

Region	Revenue
South	Rs 3177.27 Cr
East	Rs 2654.97 Cr
North	Rs 2171.50 Cr
West	Rs 2159.91 Cr
Unknown	Rs 39.01 Cr

Conclusion: The **South** region contributes the **highest revenue**, while the West and North regions generate comparable sales.

Sales Breakdown by Gender

Gender	Revenue
Male	Rs 3397.98 Cr
Other	Rs 3391.55 Cr
Female	Rs 3367.39 Cr
Unknown	Rs 45.73 Cr

Conclusion: Revenue is nearly **evenly distributed across genders**, with male customers having a slight lead.

SQL Queries

a. Total Sales

```
SELECT SUM(TransactionAmount) AS TotalSales FROM SalesData;
```

b. Average Transaction Value

```
SELECT AVG(TransactionAmount) AS AvgTransactionValue FROM SalesData;
```

c. Total Products Sold

```
SELECT SUM(Quantity) AS ProductSold FROM SalesData
```

d. Most Products Sold

```
SELECT ProductName, COUNT(*) AS SalesCount  
FROM SalesData  
GROUP BY ProductName  
ORDER BY SalesCount DESC  
LIMIT 1;
```

e. Most Profitable City

```
SELECT City, SUM(TransactionAmount) AS Revenue  
FROM SalesData  
GROUP BY City  
Order BY Revenue DESC  
LIMIT 1;
```

f. Sales By Payment Method

```
SELECT PaymentMethod, SUM(TransactionAmount) AS Revenue  
FROM SalesData  
GROUP BY PaymentMethod  
Order BY Revenue DESC;
```

g. Sales By Store Type

```
SELECT StoreType, SUM(TransactionAmount) AS Revenue  
FROM SalesData  
GROUP BY StoreType  
Order BY Revenue DESC;
```

h. Sales By Region

```
SELECT Region, SUM(TransactionAmount) AS Revenue  
FROM SalesData  
GROUP BY Region  
Order BY Revenue DESC;
```

i. Sales By Gender

```
SELECT CustomerGender, SUM(TransactionAmount) AS Revenue  
FROM SalesData  
GROUP BY CustomerGender  
Order BY Revenue DESC;
```

j. Sales By Gender in a region

```
SELECT Region, CustomerGender, SUM(TransactionAmount) AS  
TotalRevenue  
FROM SalesData  
GROUP BY Region, CustomerGender  
ORDER BY TotalRevenue DESC;
```

k. Loyalty Points gained by each Customer ID

```
SELECT CustomerID, SUM(LoyaltyPoints) as LoyaltyPoints  
FROM SalesData  
GROUP BY CustomerID
```