# **Sales Data Analysis Report**

1. **Overview**

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

1. **Key Insights**

**Aggregate Sales Data:**

1. Total Sales- Rs 10.20 Billion
2. Average Transaction Value- Rs 20405
3. Total Quantity Sold- 3747755
4. Most Sold Product- NoteBook
5. Most Profitable City- Kolkata

**Sales Breakdown:**

* 1. **By Payment Method:**
     1. Cash- Rs 2558.68 Cr
     2. Debit Card- Rs 2552.37 Cr
     3. UPI- Rs 2530.18 Cr
     4. Credit Card- Rs 2517.71 Cr
     5. Unknown- Rs. 45.73 Cr
  2. **By Store Type:**
     1. In-Store Sales- Rs 5078.88 Cr
     2. Online Sales- Rs 5078.08 Cr
     3. Unknown- 45.73 Cr
  3. **By Region:**
     1. South- Rs 3177.27 Cr
     2. East- Rs 2654.97 Cr
     3. North- Rs 2171.50 Cr
     4. West- Rs2159.91 Cr
     5. Unknown- Rs 39.01 Cr
  4. **By Gender:**
     1. Male- Rs 3397.98 Cr
     2. Other- Rs 3391.55 Cr
     3. Female- Rs 3367.39 Cr
     4. Unknown- 45.73 Cr

1. **SQL Queries**
   1. **Total Sales**

SELECT SUM(TransactionAmount) AS TotalSales FROM SalesData;

* 1. **Average Transaction Value**

SELECT AVG(TransactionAmount) AS AvgTransactionValue FROM SalesData;

* 1. **Total Products Sold**

SELECT SUM(Quantity) AS ProductSold FROM SalesData

* 1. **Most Products Sold**

SELECT ProductName, COUNT(\*) AS SalesCount

FROM SalesData

GROUP BY ProductName

ORDER BY SalesCount DESC

LIMIT 1;

* 1. **Most Profitable City**

SELECT City, SUM(TransactionAmount) AS Revenue

FROM SalesData

GROUP BY City

Order BY Revenue DESC

LIMIT 1;

* 1. **Sales By Payment Method**

SELECT PaymentMethod, SUM(TransactionAmount) AS Revenue FROM SalesData

GROUP BY PaymentMethod

Order BY Revenue DESC;

* 1. **Sales By Store Type**

SELECT StoreType, SUM(TransactionAmount) AS Revenue

FROM SalesData

GROUP BY StoreType

Order BY Revenue DESC;

* 1. **Sales By Region**

SELECT Region, SUM(TransactionAmount) AS Revenue

FROM SalesData

GROUP BY Region

Order BY Revenue DESC;

* 1. **Sales By Gender**

SELECT CustomerGender, SUM(TransactionAmount) AS Revenue FROM SalesData

GROUP BY CustomerGender

Order BY Revenue DESC;

* 1. **Sales By Gender in a region**

SELECT Region, CustomerGender, SUM(TransactionAmount) AS TotalRevenue

FROM SalesData

GROUP BY Region, CustomerGender

ORDER BY TotalRevenue DESC;

* 1. **Loyalty Points gained by each Customer ID**

SELECT CustomerID, SUM(LoyaltyPoints) as LoyaltyPoints

FROM SalesData

GROUP BY CustomerID