

Task 8: SQL Window Functions – Insights

1. Customer ranking analysis shows that the West region has the highest concentration of top-performing customers, indicating stronger sales contribution compared to other regions.
2. The running total of sales reveals a steady upward trend over time, highlighting consistent business growth with noticeable spikes during certain months.
3. Month-over-Month (MoM) growth analysis using LAG() identifies periods of increased and decreased performance, helping in understanding seasonal demand patterns and sales volatility.
4. Top-3 product analysis per category shows that Technology products frequently dominate sales rankings, suggesting higher customer demand and revenue potential in this category.