

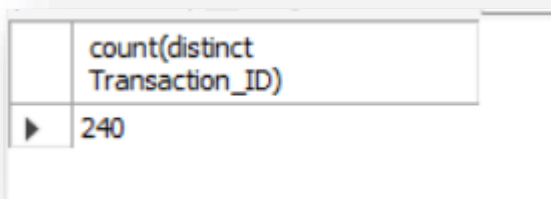
Summary:

This analysis explores an Online sales dataset using SQL workbench, focusing on product performance, sales trends and customer preferences.

1. Category- wise Product Distribution
2. Monthly Product category sales
3. Highest Priced Product
4. Top sales by category and region
5. Most Preferred Payment Method
6. Highest Total Unit price

Outputs Photo:

1. Distinct transaction_ID count



	count(distinct Transaction_ID)
▶	240

2. Product category wise total product names

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Project: Sales trend analysis using aggregations

	Product_Category	Total_products
▶	Electronics	40
	Home Appliances	40
	Clothing	40
	Books	40
	Beauty Products	40
	Sports	40

3. Extract month from date column and convert it into name of the month

	month_number
▶	1
	2
	3
	4
	5
	6
	7
	8
	9
	10
	11
	12

	Month_Name
▶	January
	February
	March
	April
	May
	June
	July
	August
	September
	October
	November
	December

4. Month wise product category and total unit sold

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Product_Category	Month_Name	unit_sold
Clothing	NULL	76
Books	NULL	70
Sports	NULL	57
Electronics	NULL	38
Home Appliances	NULL	33
Beauty Products	NULL	28
Clothing	February	14
Clothing	August	13
Clothing	March	13
Clothing	September	10
Books	March	10
Books	April	8
Sports	November	8
Clothing	July	8
Sports	June	7
Books	September	7
Electronics	June	7
Clothing	January	6
Sports	December	6
Books	August	6
Electronics	January	5
Home Appliances	August	5
Electronics	December	5
Home Appliances	January	5
Home Appliances	July	5
Books	October	4
Beauty Products	April	4

5. Which product has the highest Total Unit price

Product_Name	Total_Unit_Price
Canon EOS R5 Camera	3900
MacBook Pro 16-inch	2500
Apple MacBook Pro 16-inch	2399
Peloton Bike	1895
HP Spectre x360 Laptop	1600

6. Which product_category has the highest sales region wise

	Region	Product_Category	Total_units_sold
▶	Asia	Clothing	145
	North America	Books	114
	Asia	Sports	88
	North America	Electronics	66
	Europe	Home Appliances	59
	Europe	Beauty Products	46

7. Which Product category has the highest revenue and which payment method is most preferred

	Product_Category	Total_Revenue	Payment_Method
▶	Electronics	3900	Credit Card
	Home Appliances	2600	PayPal
	Electronics	2500	Credit Card
	Electronics	2400	Credit Card
	Electronics	2399	Credit Card
	Electronics	2000	Credit Card
	Sports	1895	Credit Card
	Electronics	1800	Credit Card
	Electronics	1600	Credit Card
	Home Appliances	1600	PayPal
