**SALES DATA ANALYSIS – SQL PROJECT**

**Introduction**

In the realm of data-driven decision-making, the ability to transform raw data into actionable insights is paramount. In a recent project, I delved into the company's sales data using SQL language, a powerful tool for managing information. This journey began with the essential task of cleaning up the data, making sure it was error-free and ready for analysis. From there, I went on to explore and address various business challenges by crafting more than 50 queries and employing a range of functions. This project turned out to be a fantastic learning experience, giving me valuable insights into data manipulation, data query, data filtration and combination, and using aggregate functions for summarizing data. Along the way, I documented solutions to common business questions, creating a resource that showcases how data-driven approaches can provide solutions to real-world problems.

**Methodology**

I collected a dataset from the Kaggle website. To acquire SQL skills, I relied on YouTube videos and various online courses and platforms. To put my learning into practice, I embarked on a project using a dataset available on Kaggle. Initially, I cleaned and manipulated the data using the CSV file. As I progressed, I leveraged MySQL as my primary tool to apply my SQL knowledge. Indeed, I employed my creativity to generate my own questions, purely as an exercise to test my grasp of the concepts I had learned from these platforms. When I encountered challenging advanced queries, I sought guidance from Chat GPT as a reference, learning, practicing, and eventually implementing these queries on my dataset.

**Questionnaire**

1. What was the total sales for each month in the 2005?
2. Which customers generated the top 10 highest total sales in the last quarter of 2003?
3. How much revenue was generated by each product category in the current year (2005)?
4. What is the average order value for the last six months?
5. How many customers made repeat purchases within the last 90 days?
6. How have the sales of product S10\_4698 changed month-over-month in the last year?
7. What were the total sales for each region in the last quarter?
8. Which three products had the highest sales in terms of quantity sold last month?
9. Which product category has shown the most growth in sales over the last two years?
10. Which regions have consistently outperformed in terms of sales over the last year?
11. Which customer service agents has handled the high deal size and what is the total sale amount?
12. Create a list of agent names by concatenating first and last names.
13. Create a sales category where range of sales amount is categorized and above 11051.
14. What percentage of customers churned (stopped purchasing) in the last six months?
15. Calculate the number of products with 'Car' in its name.
16. Calculate daily sales fluctuations to compare each day's sales with the previous day.
17. Display the count of sales orders by status (e.g., Pending, Shipped, Delivered).