

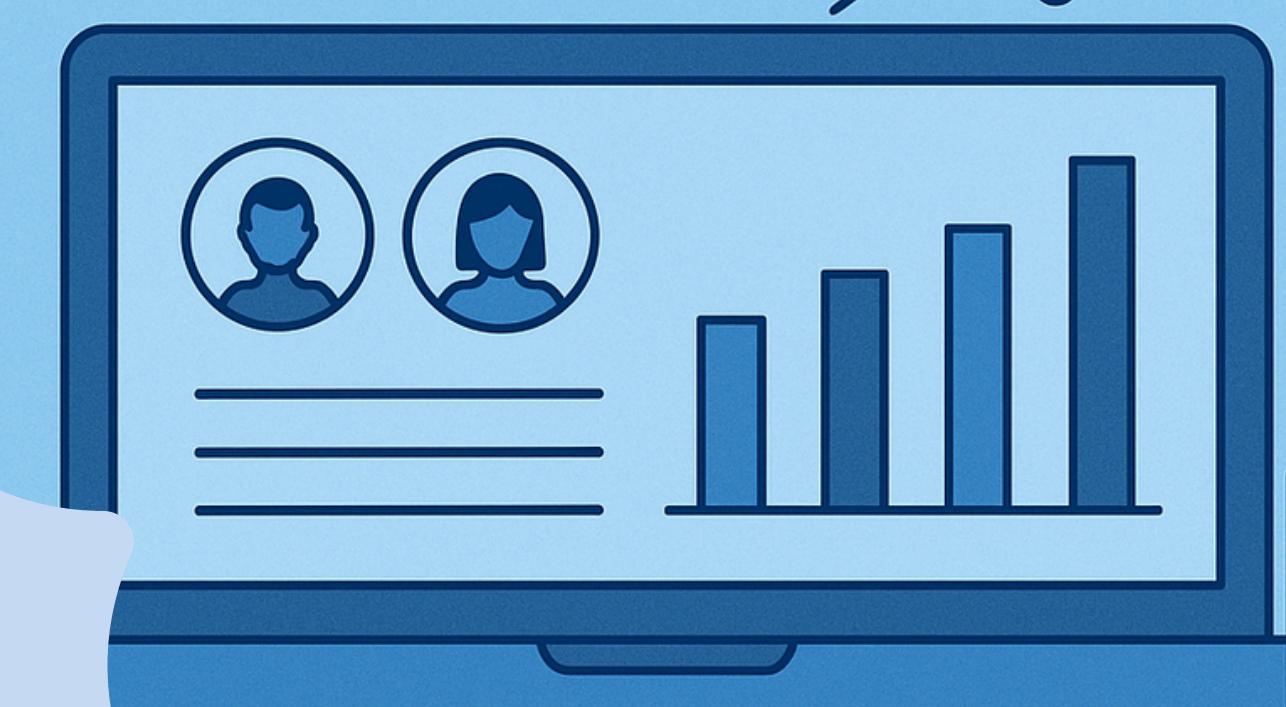
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CUSTOMER & PRODUCT SALES ANALYSIS USING SQL

A Data-Driven Project to Extract
Business Insights



02 PROJECT SUMMARY

01

- Objective: Analyze retail sales and customer behavior using SQL.

02

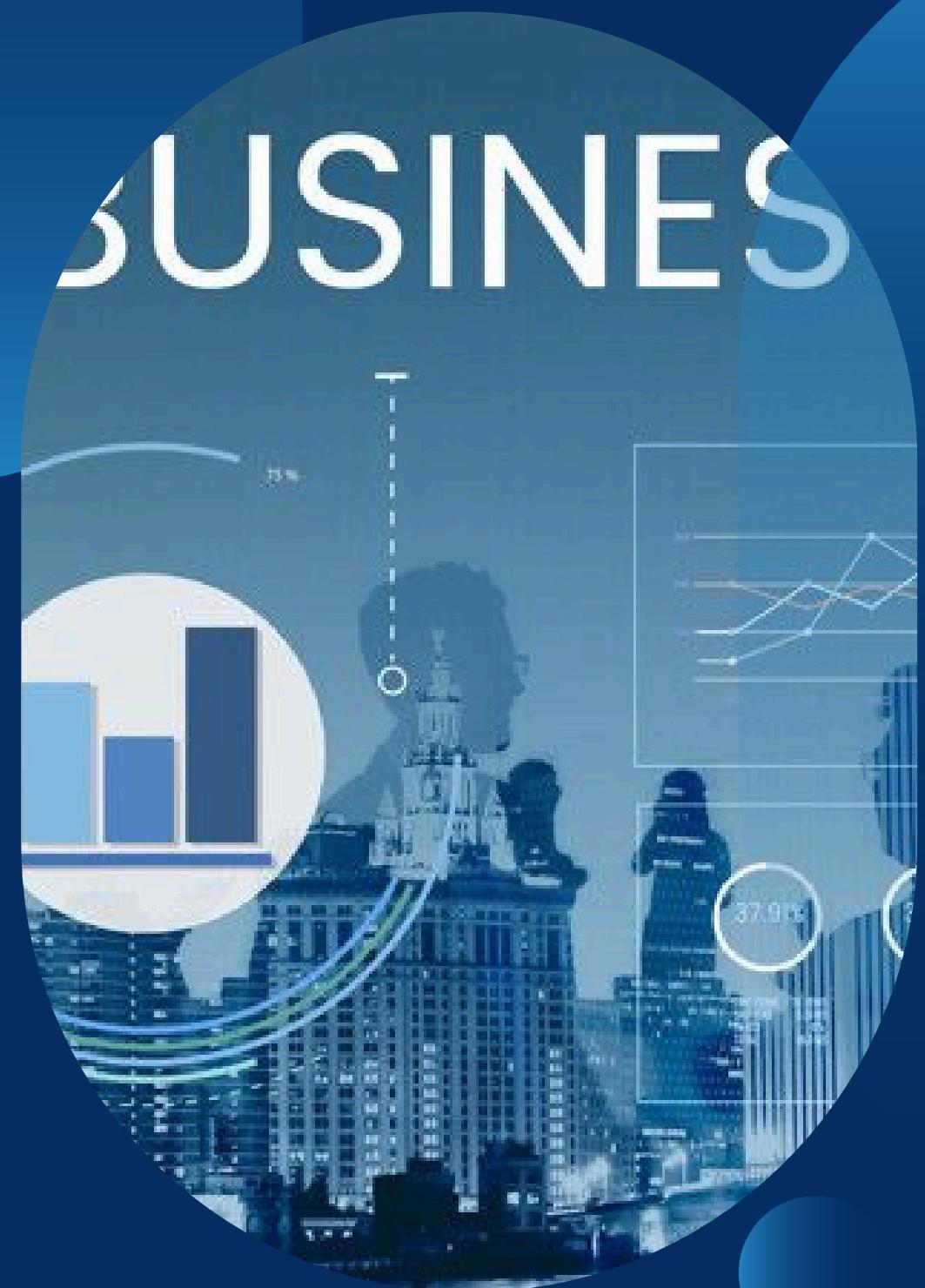
- Tools: MySQL Workbench

03

- Focus Areas: Time trends, performance comparison, customer segmentation.

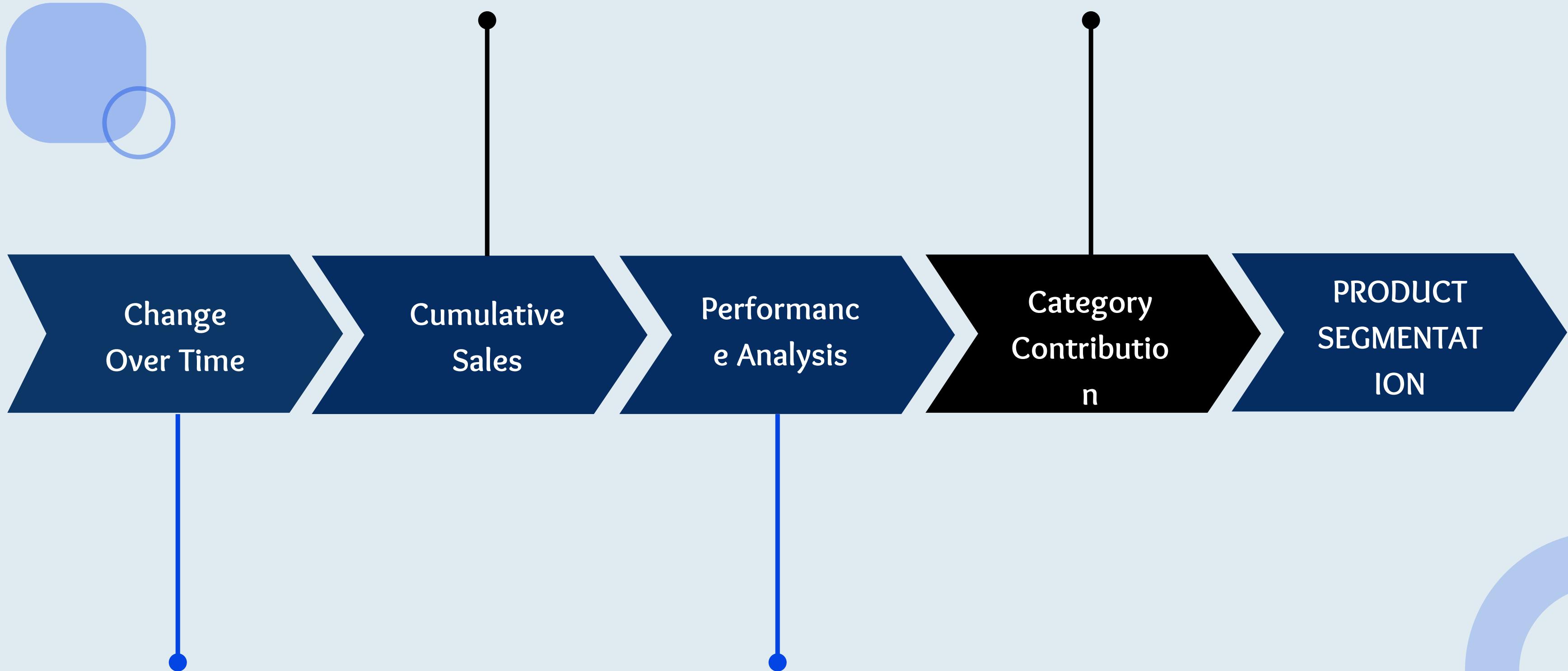
04

- Reference: YouTube tutorial adapted with personalized MySQL queries.



KEY ANALYSIS TYPES PERFORMED

ADDITIONAL - CUSTOMER AND PRODUCT REPORT



KEY INSIGHTS & BUSINESS RECOMMENDATIONS



•• Top categories drive majority of revenue — focus marketing

•• Monitor product trends for restocking and demand planning

•• West region shows potential for customer loyalty offers

•• Segment-based discounting for high-cost low-sale products

KEY INSIGHTS & LEARNINGS



- ▶ •• Top Categories Drive Sales: Focus marketing on high-performing categories.
- ▶ •• Consistent Sales Growth: Running totals indicate healthy business expansion.
- ▶ •• Product Performance Insights: Identify and act on low-performing, high-cost products.
- ▶ •• Regional Impact: West region is a high-revenue area—target for loyalty offers.
- ▶ •• Learned use of window functions, CASE statements, and performance comparison.

Project Takeaways & Summary

- SQL is not just technical—it's a tool for business storytelling.
 - Translating raw data into action is key for analysts.
 - Good projects show your thought process, not just your output.
- Next Steps :
 - Continue working on real datasets to enhance business acumen

