**SQL Project Report**

**Title:** *SQL Project on [Sales\_data]*

**1. Introduction**

* Brief overview of the project.
* Purpose and objectives of using SQL for this project.

**Example:**  
"This project involves analyzing sales data to uncover insights such as top-performing products, revenue trends, and customer demographics. SQL is used to query and manipulate the data efficiently."

**2. Data Overview**

* Description of the data used (tables, columns, and data types).
* Key tables: sales\_data, regions, etc.
* Total rows in each table.

**3. Key SQL Queries**

* Provide details of the main queries used, grouped by objectives.

**Example:**

1. **Finding High Revenue Products**

sql

Copy code

SELECT Product, Revenue

FROM sales\_data

WHERE Revenue > (SELECT AVG(Revenue) FROM sales\_data);

1. **Top Profitable Products by Sub-Category**

sql

Copy code

SELECT Sub\_Category, Product, MAX(Profit) AS MaxProfit

FROM sales\_data

GROUP BY Sub\_Category;

**4. Results and Analysis**

* Summarize the outcomes of the queries.
* Include tables, charts, or graphs (e.g., total revenue per region, products with the highest profit, etc.).

**Example:**  
"From the analysis, the Electronics category contributed 35% of the total revenue. Products such as Smartphones and Laptops were top-performing items."

**5. Conclusion**

* Summary of the insights derived.
* How these insights can be used for decision-making.

**Example:**  
"This analysis highlights the importance of optimizing inventory for high-demand products while focusing marketing efforts on underperforming regions."