

PRESENTATION

FINANCIAL OUTLOOK

INCOME OVERVIEW

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BUSINESS GROWTH

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E-COMMERCE SALES & ANALYSIS

DEEP DIVING INTO 11 MONTHS OF
SALES DATA USING SQL

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PROJECT OVERVIEW & TOOLS

Objective: To extract actionable business insights from a raw dataset of 30+ product categories.

Goal: Identify revenue trends, high-performing categories, and seasonal patterns.

Tech Stack : SQL (MySQL): For data querying and aggregation.
Excel: For initial data cleaning and inspection.

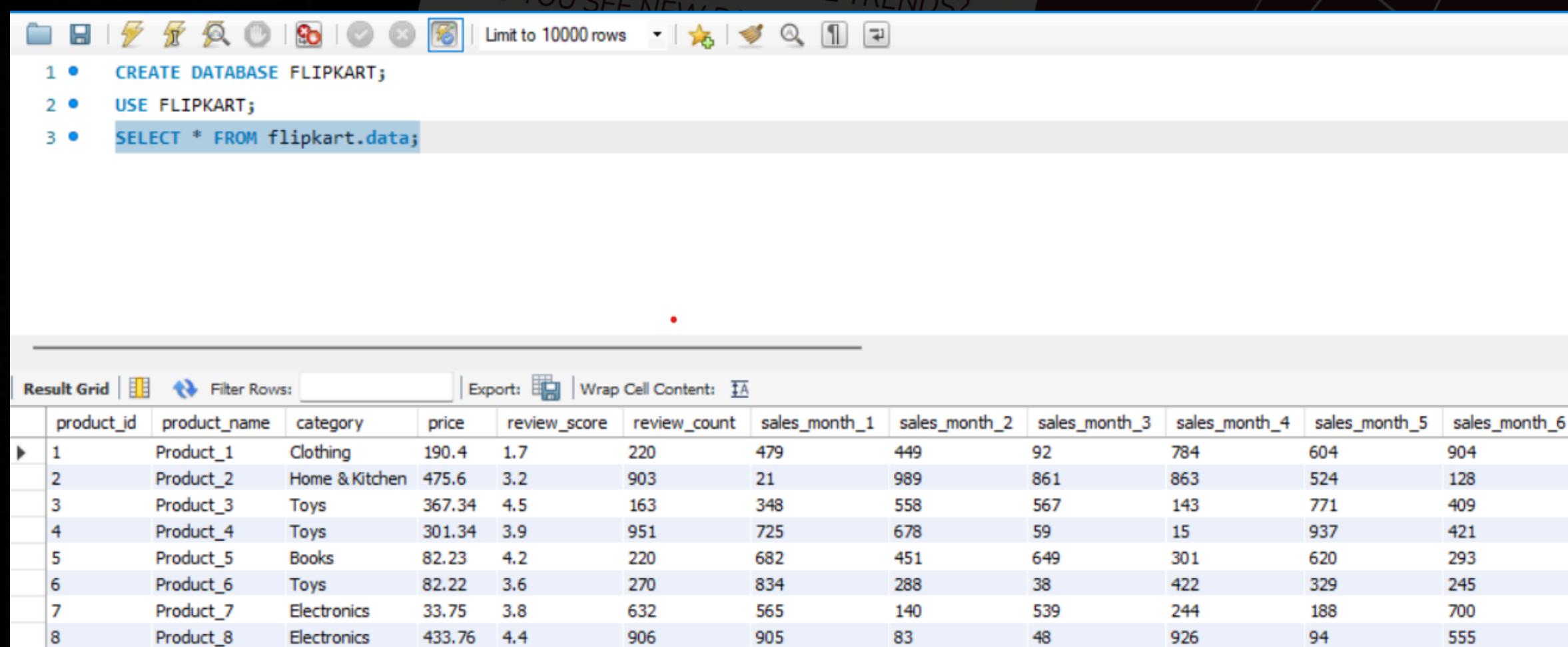
Canva: For professional reporting and visualization.

KEY QUESTIONS -

1. WHICH CATEGORY MAKES THE MOST MONEY?
2. WHEN DO SALES PEAK?
3. DO HIGHER RATINGS LEAD TO MORE SALES

THE TECHNICAL PROCESS

DATA WAS CLEANED IN EXCEL AND THEN IMPORTED INTO MYSQL



WHAT IS THE INDUSTRY'S HISTORY
AND WHAT ARE ITS USUAL TRENDS?
DO YOU SEE NEW?

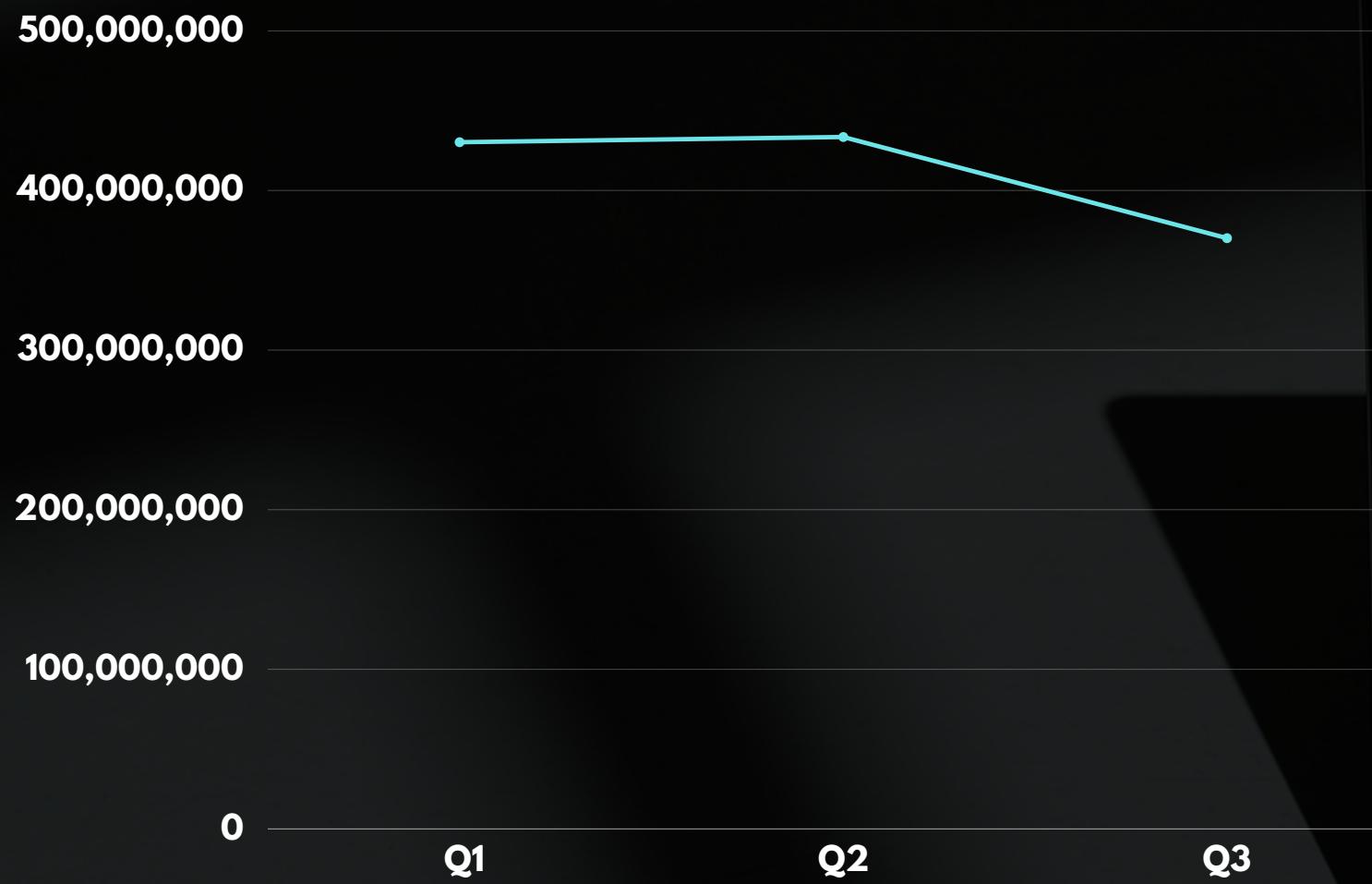
```
1 • CREATE DATABASE FLIPKART;
2 • USE FLIPKART;
3 • SELECT * FROM flipkart.data;
```

	product_id	product_name	category	price	review_score	review_count	sales_month_1	sales_month_2	sales_month_3	sales_month_4	sales_month_5	sales_month_6
▶	1	Product_1	Clothing	190.4	1.7	220	479	449	92	784	604	904
	2	Product_2	Home & Kitchen	475.6	3.2	903	21	989	861	863	524	128
	3	Product_3	Toys	367.34	4.5	163	348	558	567	143	771	409
	4	Product_4	Toys	301.34	3.9	951	725	678	59	15	937	421
	5	Product_5	Books	82.23	4.2	220	682	451	649	301	620	293
	6	Product_6	Toys	82.22	3.6	270	834	288	38	422	329	245
	7	Product_7	Electronics	33.75	3.8	632	565	140	539	244	188	700
	8	Product_8	Electronics	433.76	4.4	906	905	83	48	926	94	555

TOP 5 CATEGORIES BY PRODUCT COUNT



QUATERLY SALES PERFORMANCE



```
• SELECT
  category,
  ANY_VALUE(price) AS price, -- Price-er agey ANY_VALUE bosiye de
  SUM(price * (sales_month_1 + sales_month_2 + sales_month_3 + sales_month_4)) AS Total_Q1,
  SUM(price * (sales_month_5 + sales_month_6 + sales_month_7 + sales_month_8)) AS Total_Q2,
  SUM(price * (sales_month_9 + sales_month_10 + sales_month_11)) AS Total_Q3
FROM data
GROUP BY category;
```

REVENUE DRIVERS: TOTAL REVENUE WAS CALCULATED BY AGGREGATING 11 MONTHS OF SALES DATA AGAINST UNIT PRICES USING SQL ARITHMETIC LOGIC.

QUARTERLY BREAKDOWN:

- Q1 (MONTH 1-4): STEADY MARKET ENTRY AND INITIAL GROWTH.**
- Q2 (MONTH 5-8): OBSERVED A 0.7% INCREASE IN SALES VOLUME COMPARED TO Q1, WITH CONSISTENT PERFORMANCE ACROSS HIGH-VOLUME CATEGORIES.**
- Q3 (MONTH 9-11): PEAK PERFORMANCE PERIOD. SIGNIFICANT REVENUE SURGE DETECTED, INDICATING STRONG SEASONALITY.**

BUSINESS IMPACT: IDENTIFYING THESE PEAKS HELPS IN OPTIMIZING INVENTORY LEVELS AND PLANNING MARKETING SPEND FOR THE NEXT YEAR.

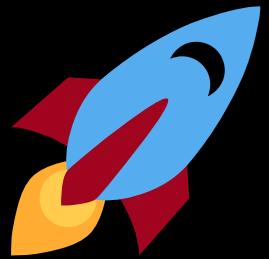
FINAL TAKE AWAY & BUSINESS STRATEGY

Inventory Optimization: Focus on high-volume categories like Clothing, Books, and Sports. These categories drive the core revenue and should always be well-stocked.

Capitalizing on Seasonality: Since Q3 shows peak average performance, marketing campaigns and discount offers should be aggressively launched during this period to maximize turnover.

Quality Matters: Data shows that products with a 4.5+ rating have higher sales velocity. Improving product quality and customer service will directly impact the bottom line.

Pricing Strategy: Maintain competitive pricing in the Health and Electronics sectors, as these show steady growth potential in the long run.



THANK YOU

LET'S CONNECT & DISCUSS DATA

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