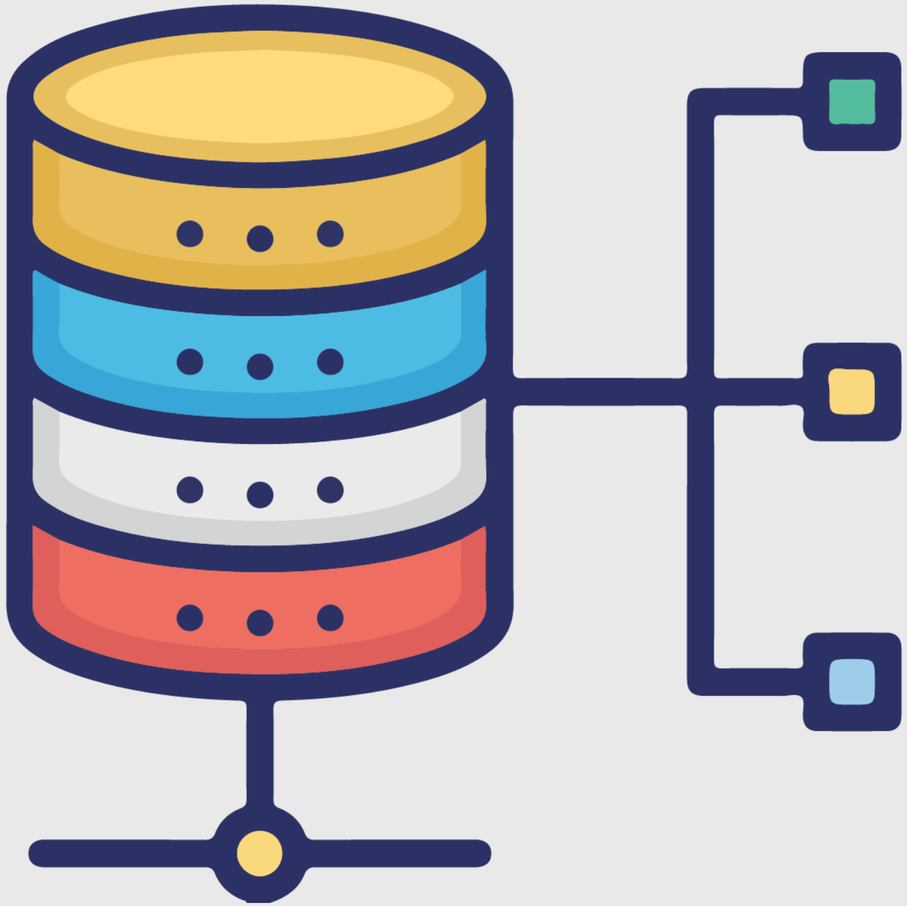


Retail Operations and Sales Analytics Database

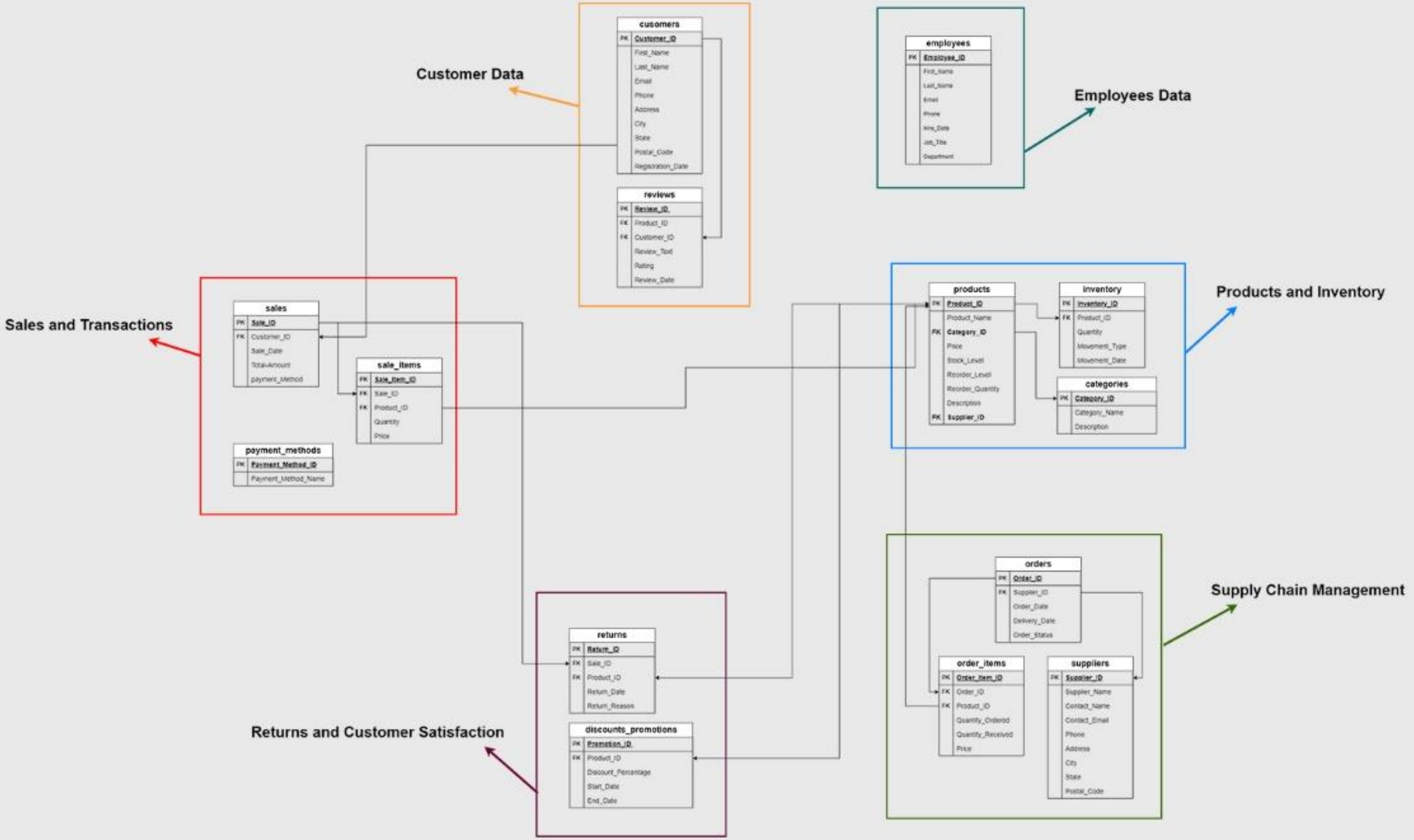
Introduction

This project provides a comprehensive retail database designed to simulate real-world scenarios for analyzing and managing sales, inventory, customer behavior, and operational performance. Built with a data-driven approach, this database serves as a foundation for practicing business intelligence and data analysis skills, specifically targeting key retail metrics such as customer lifetime value, product profitability, sales trends, inventory optimization, and customer feedback. The goal of this project is to equip data analysts, data scientists, and business professionals with a robust dataset to derive actionable insights and support decision-making in a retail context.

Project Overview

The Retail Analytics Database consists of **14** interconnected tables capturing critical aspects of a retail business, from customer details and sales transactions to inventory movements and product returns. With primary and foreign key relationships carefully established across these tables, this dataset allows for in-depth analysis of retail operations.

RETAIL STORE ERD



Database Tables

Customers

Products

Categories

Suppliers

Sales

Sale Items

Employees

Inventory

Orders

Order Items

Returns

Discounts and Promotions

Payment Methods

Feedback/Reviews

Conclusion

This Retail Analytics Database project provides a comprehensive foundation for analyzing various aspects of retail operations, from sales performance and customer behavior to inventory and supply chain management. Through the structured dataset of 14 interconnected tables, data analysts and business professionals can gain hands-on experience with key retail metrics and develop actionable insights to drive business decisions.

Thank you for exploring this project!

Feedback and suggestions are always welcome—let’s connect and discuss how data-driven insights can transform retail businesses.