

E-Commerce SQL Analytics Report

Summary of Insights

After executing the SQL analytical queries on the **E-Commerce Sales Database**, the following business insights were observed:

1. Top Customers

The customers **Aarav Mehta** and **Sneha Reddy** contributed the highest purchase values due to multiple high-value orders such as laptops and smartphones. These top customers account for a large portion of total revenue, indicating their strong brand loyalty and purchasing power. This insight helps in designing customer retention programs and targeted marketing offers.

2. Best-Selling Products

Laptops and **Smartphones** emerged as the best-selling products in terms of total revenue. Headphones and Office Chairs showed good volume sales, indicating consistent mid-range demand. This highlights where the company should focus inventory and promotional campaigns.

3. Monthly Sales Trends

The highest sales months were **March, June, and August 2025**, showing seasonal peaks likely tied to promotions or holidays. Steady growth is visible from January through August, suggesting expanding customer reach and engagement. Helps management plan marketing budgets and inventory forecasting.

Conclusion

The SQL analysis successfully demonstrates how data-driven insights can help e-commerce businesses:

- Identify top customers and products
- Monitor monthly sales trends
- Improve strategic decision-making in pricing, marketing, and customer engagement.