

Retail Sales Analysis Report

This report presents an analysis of the company’s retail sales data using SQL queries. The objective was to uncover key insights such as total transactions, customer base, and geographical sales distribution to support strategic business decisions.

Key Findings

Metric	Outcome	Insight
Total Invoices	25,900	Represents total unique transactions processed.
Total Customers	4,370	Shows active customer base during the period.
Countries Served	37	Highlights international presence and market diversity.
Top Market	United Kingdom	Dominates order volume and revenue generation.
Seasonal Trend	High in Dec 2010	Confirms strong holiday season performance.

Detailed Insights

- The retail business processed over 25,000 unique transactions, indicating stable sales flow.
- Customer diversity spans across 37 countries, reflecting global engagement.
- The United Kingdom accounts for a major share of sales, followed by France and Germany.
- December shows a clear peak in transactions, suggesting strong seasonal demand during the holiday period.
- The identified repeat customers represent opportunities for targeted loyalty programs and premium offers.

Conclusion

The SQL-based analysis provides a foundational understanding of retail operations. The results highlight strong geographic coverage, high-value customers, and seasonal patterns. Further steps could include analyzing product-level performance, customer segmentation, and integrating data visualization tools for enhanced reporting.