

SQL Queries and Business Insights

1. Sales Performance Over Time

- Question: How is our sales performance changing over time?
- Insight: Tracks total sales, unique customers, and quantity sold per year and month.
- Action: Identify sales trends, seasonal spikes, and declining periods.

2. New Customer Acquisition

- Question: How many new customers are we acquiring each year?
- Insight: Counts newly registered customers per year.
- Action: Adjust marketing efforts if new customer acquisition declines.

3. Cumulative Sales Analysis

- Question: Is our business growing consistently over time?
- Insight: Running total of sales over time.
- Action: Investigate causes of slowdown, improve pricing, or launch promotions.

4. Performance Analysis by Product

- Question: How do our products perform compared to the average?
- Insight: Compares each product's sales to its average performance.
- Action: Optimize inventory, discontinue poor performers, or create targeted promotions.

5. Category Contribution to Total Sales

- Question: Which product categories drive the most revenue?
- Insight: Calculates percentage contribution of each category.
- Action: Focus marketing efforts on top categories, assess underperforming ones.

6. Product Cost Segmentation

- Question: How are our products distributed across price ranges?
- Insight: Segments products into different cost ranges.
- Action: Adjust pricing strategy based on demand and affordability.

7. Customer Segmentation by Spending Behavior

- Question: How do our customers differ in spending behavior?
- Insight: Groups customers into VIP, Regular, and New based on spending and duration.
- Action: Implement loyalty programs, re-engagement campaigns, and onboarding incentives.

8. Customer Reporting & KPI Calculation

- Question: What are the key customer metrics we should track?
- Insight: Aggregates customer metrics like recency, order value, and monthly spend.
- Action: Re-engagement campaigns if recency is high (customers not returning).