Book Store

Sales Analysis

Objective:

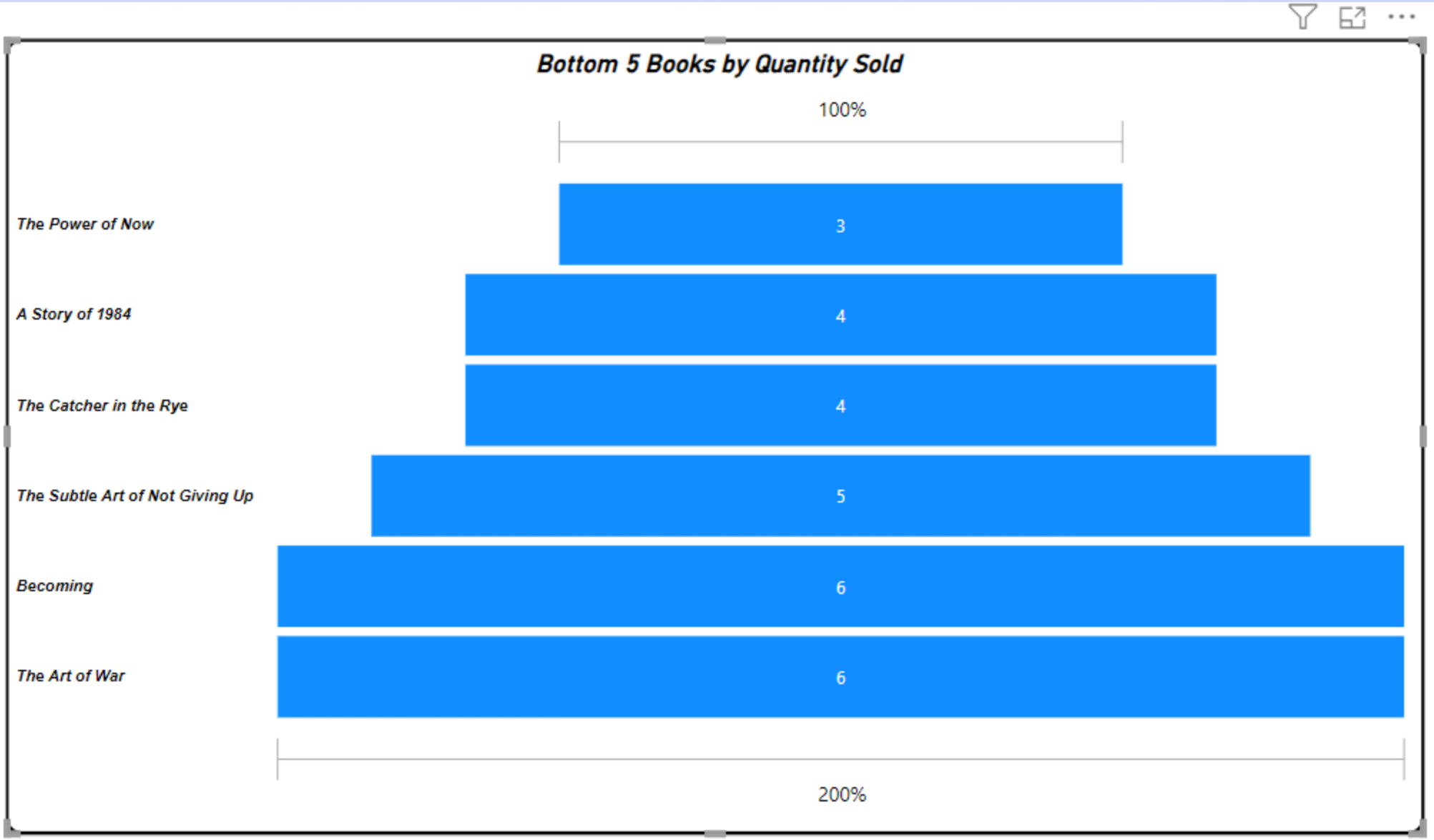
To leverage Power BI for visualizing and analyzing the sales data of an online bookstore, with a focus on identifying trends in reading preferences, revenue patterns, and customer demographics. This project aims to provide interactive insights that will support data-driven decision-making, enhance marketing strategies, and ultimately drive book sales by understanding customer behavior and optimizing sales approaches.

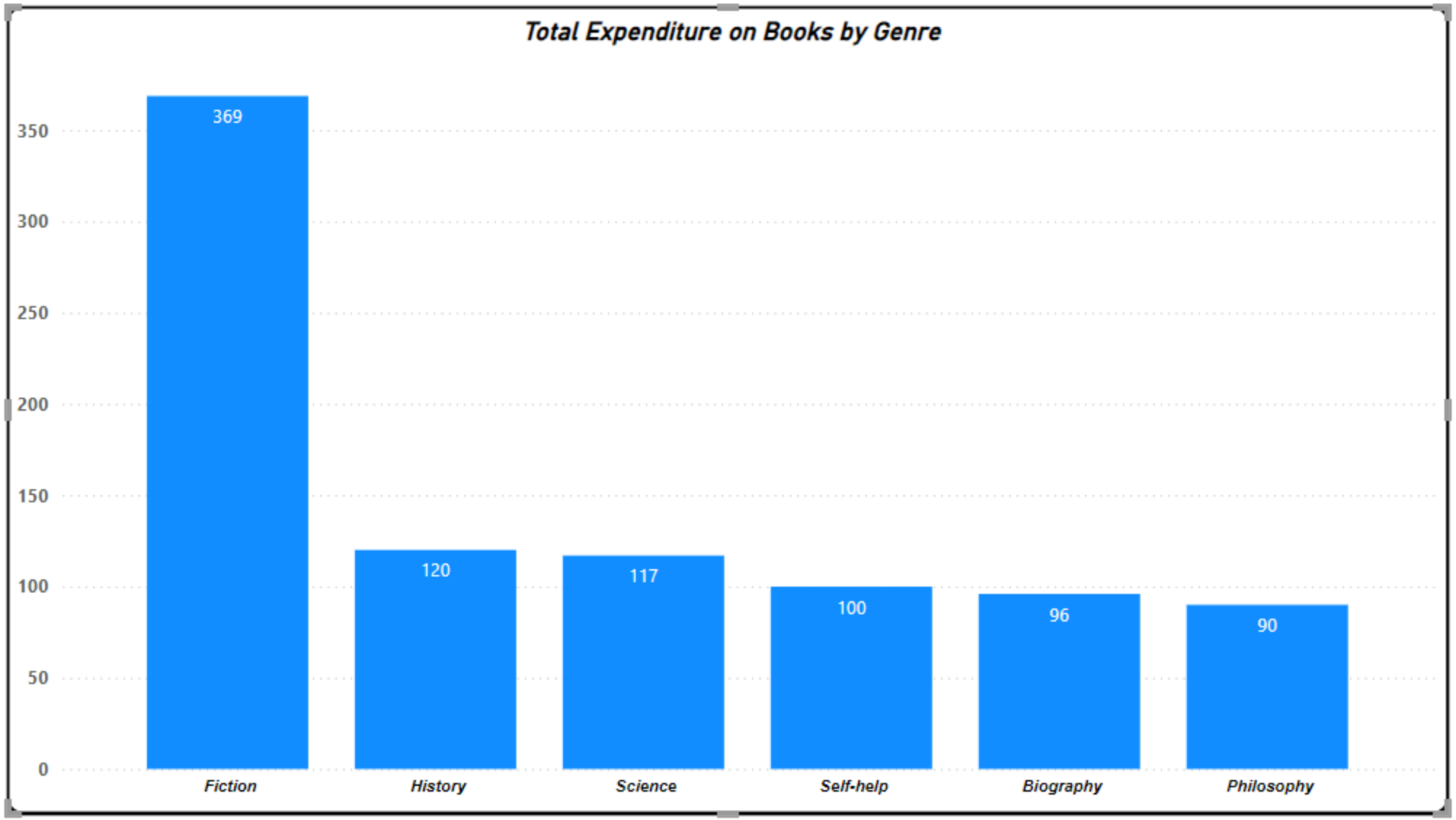
Problem Statement:

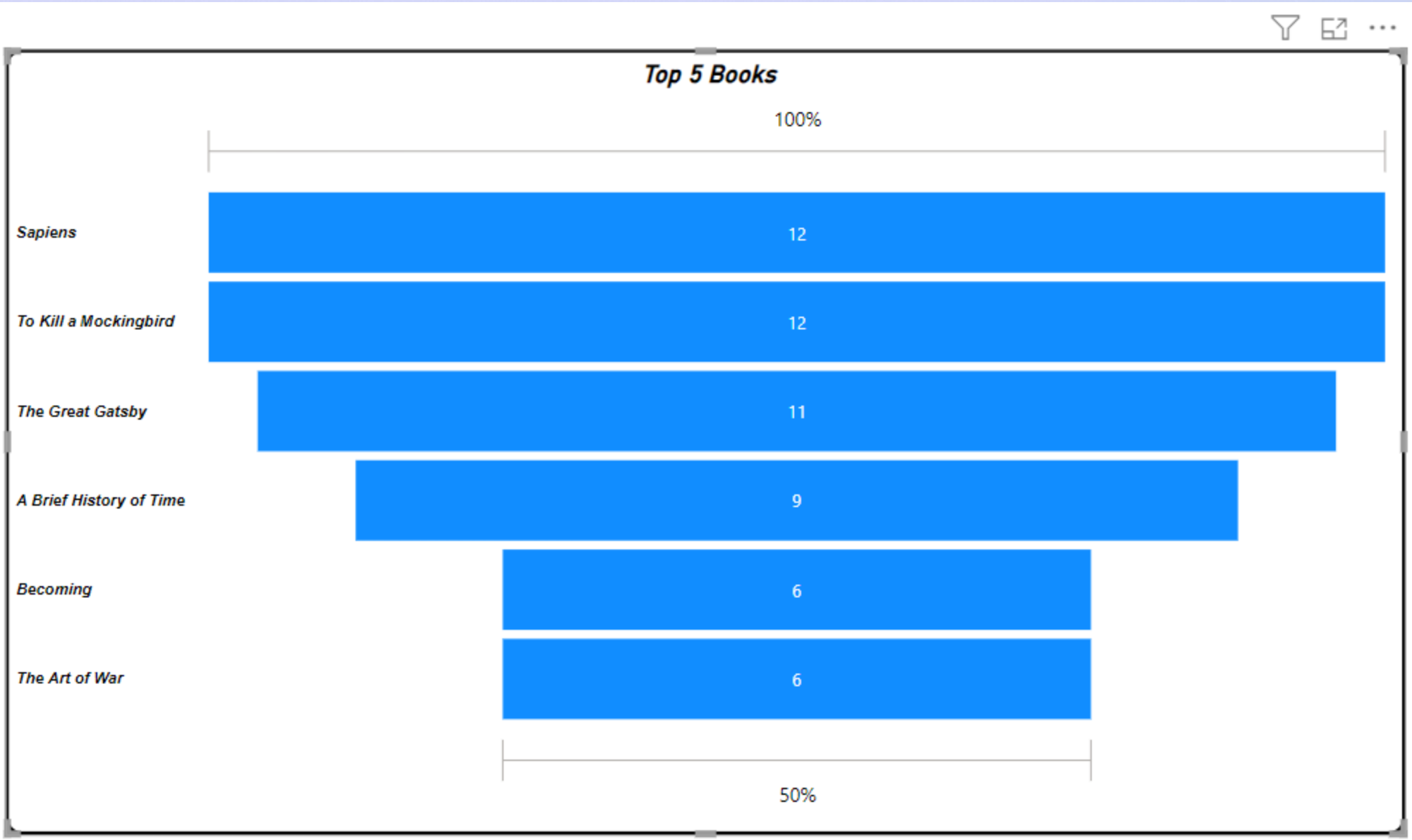
In today’s competitive market, understanding customer preferences and sales trends is crucial for online retailers. This project focuses on analyzing an online bookstore's sales data to uncover insights into customer demographics, revenue patterns, and popular genres. Through SQL queries, the analysis addresses key metrics such as:

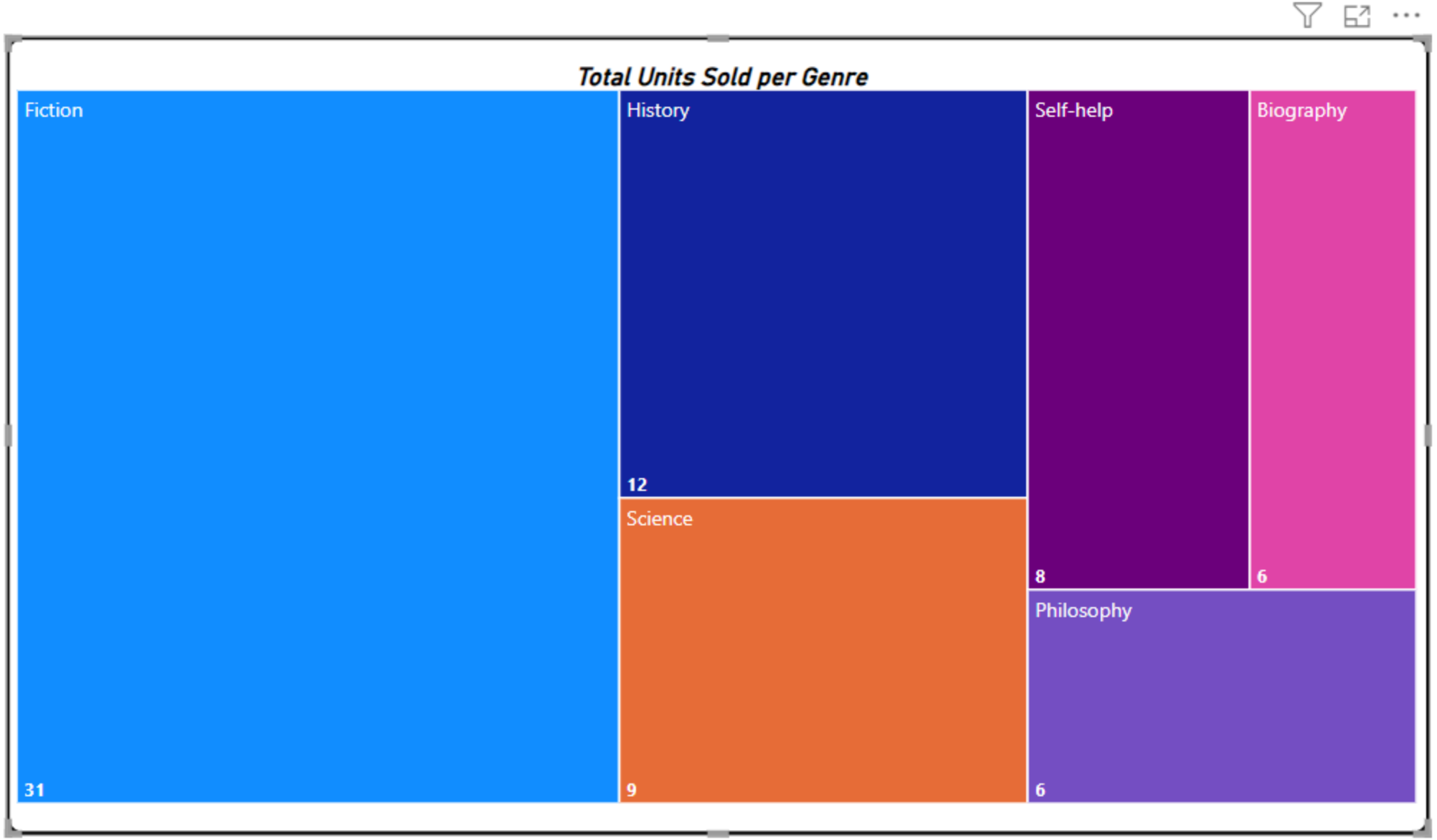
- Total Number of Orders and Total Revenue
- Identification of the Most Expensive Book
- Most Popular Book Genre and Top 5 Books
- Total Revenue Generated per Genre
- Customer with the Highest Purchase Frequency
- Average Order Value
- Top 5 Days by Revenue and Lowest-Selling Books

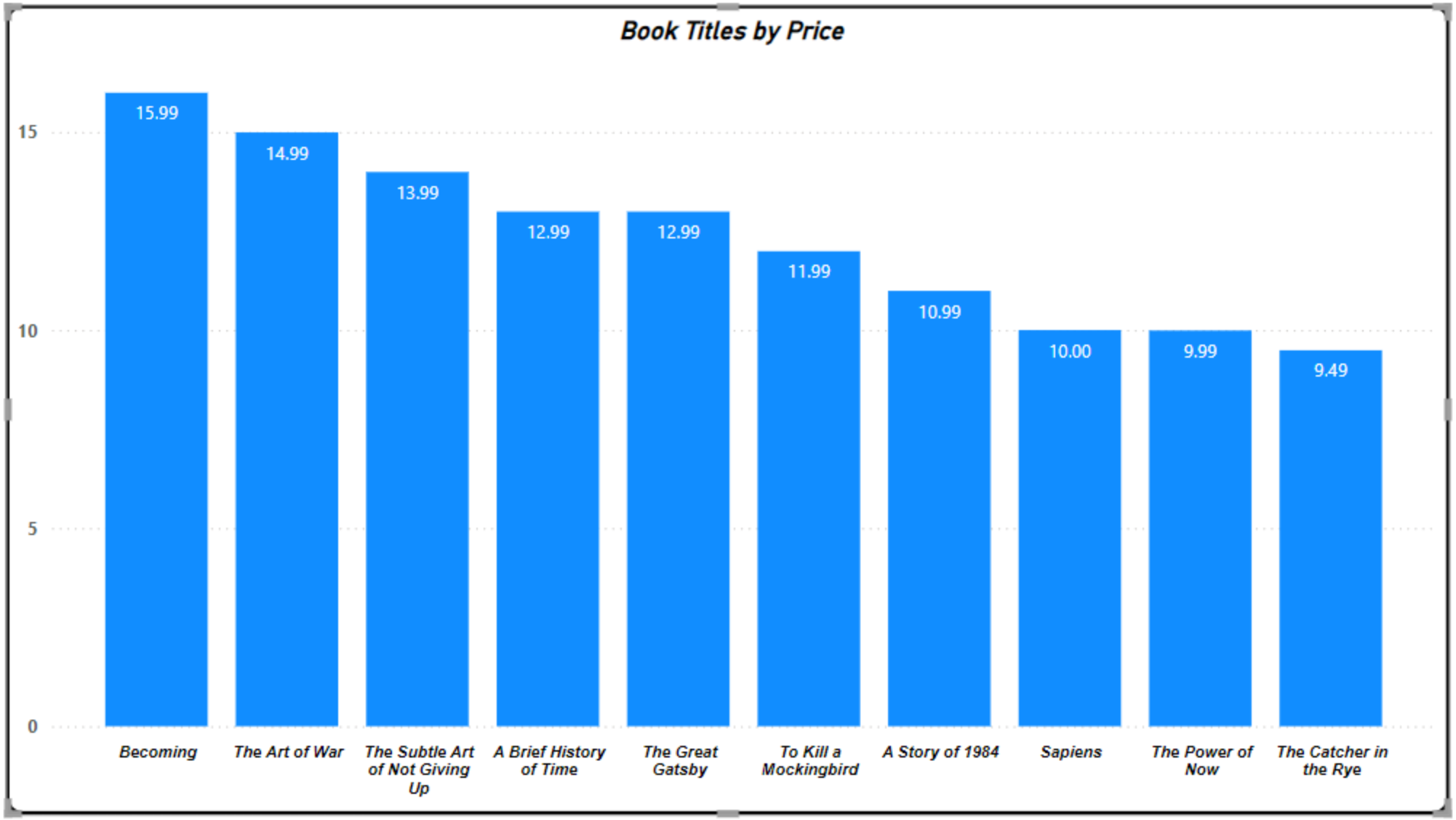
Total Revenue	Total Orders	Average Order Value
891.40	50	17.83


Bottom 5 Books by Quantity Sold
100%
The Power of Now
3
A Story of 1984
4
The Catcher in the Rye
4
The Subtle Art of Not Giving Up
5
Becoming
6
The Art of War
6
200%


Total Expenditure on Books by Genre
350
300
250
200
150
100
50
0
369
120
117
100
96
90
Fiction
History
Science
Self-help
Biography
Philosophy


Top 5 Books
100%
Sapiens
12
To Kill a Mockingbird
12
The Great Gatsby
11
A Brief History of Time
9
Becoming
6
The Art of War
6
50%


Total Units Sold per Genre
Fiction
31
History
12
Science
9
Self-help
8
Biography
6
Philosophy
6


Book Titles by Price
15
10
5
0
15.99
14.99
13.99
12.99
12.99
11.99
10.99
10.00
9.99
9.49
Becoming
The Art of War
The Subtle Art of Not Giving Up
A Brief History of Time
The Great Gatsby
To Kill a Mockingbird
A Story of 1984
Sapiens
The Power of Now
The Catcher in the Rye

Daily Revenue

Day	Sum of TotalPrice
1	38.97
2	48.96
3	38.97
4	42.99
5	27.98
6	38.97
7	20.98
8	32.97
9	42.97
10	28.98
11	31.99
12	25.98
13	39.97
14	28.98
15	50.96
16	20.98
17	45.99
18	37.47
19	38.97
20	26.98
21	45.97
22	20.99
23	35.97
24	35.47
25	41.99
Total	**891.40**

Book Store Sales Analysis

Total Revenue	Total Orders	Average Order Value
891.40	50	17.83

Daily Revenue

Day	Sum of TotalPrice
1	38.97
2	48.96
3	38.97
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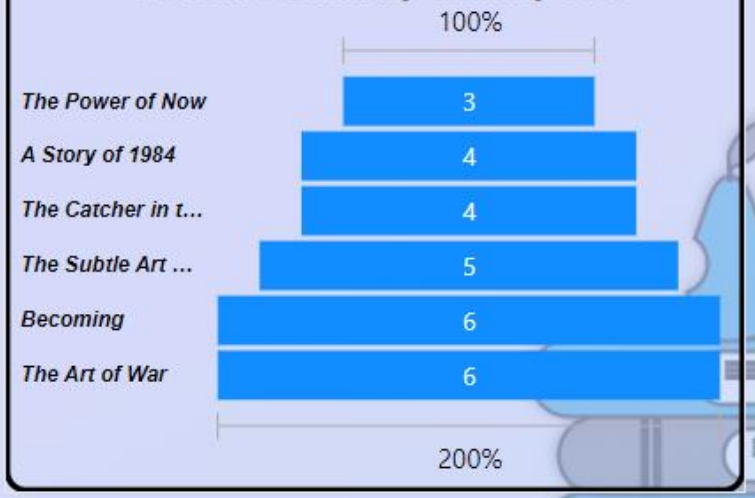
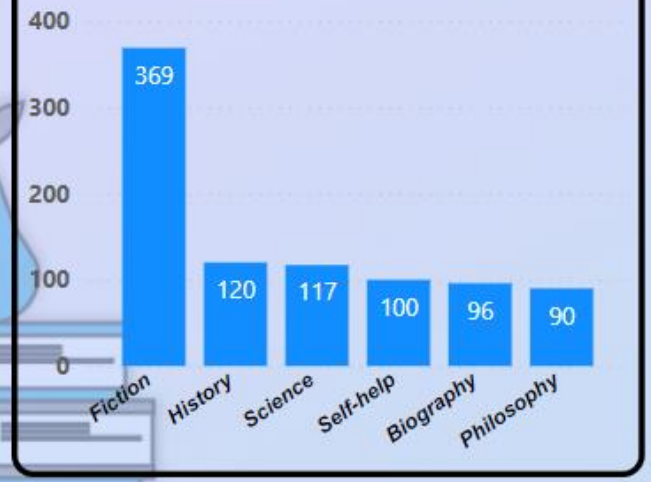
5	27.98
6	38.97
7	20.98
8	32.97
9	42.97
10	28.98
11	31.99
12	25.98
13	39.97
14	28.98
15	50.96
16	20.98
17	45.99
18	37.47
19	38.97
20	26.98
21	45.97
22	20.99
23	35.97
24	35.47
25	41.99
Total	**891.40**

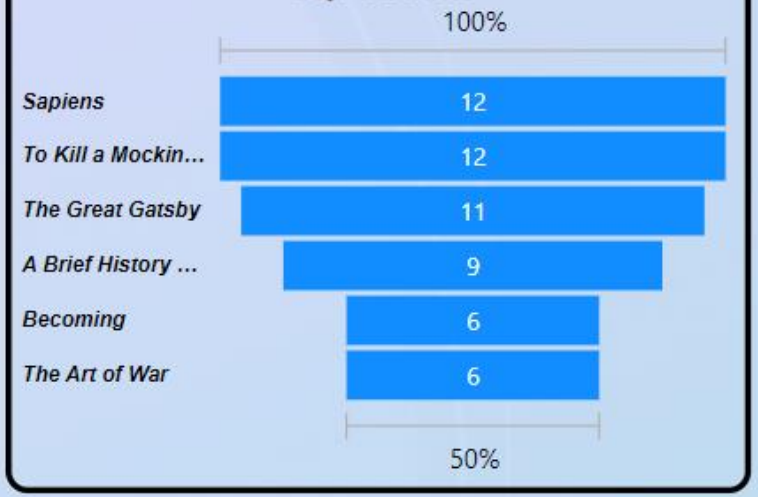
Bottom 5 Books by Quantity Sold



Total Expenditure on Books by Genre

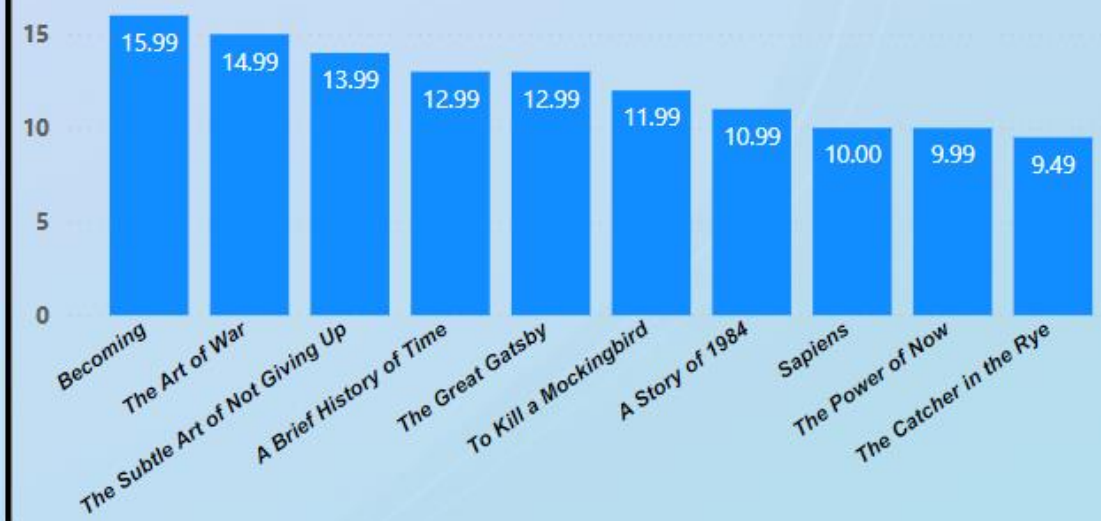


Top 5 Books



Total Units Sold per Genre

Book Titles by Price



Thank You
Arun Soni