

Project Summary: Sales Data Analytics

End-to-End Workflow:

Built a complete data analytics pipeline using Python, SQL, and Jupyter Notebook to convert raw Kaggle sales data into actionable business insights.

Data Acquisition & Storage:

Imported a large dataset into a SQL database using Python automation and designed an optimized schema for fast querying.

Business Analysis:

Executed advanced SQL queries to reveal customer behavior, order patterns, revenue trends, category performance, and top customers/sellers.

Exploratory Data Analysis (EDA):

Used Pandas, NumPy, Matplotlib, and Seaborn to identify growth trends, seasonal patterns, and key correlations.

Reporting & Visualization:

Created clear dashboards and a comprehensive sales performance report highlighting growth, retention, product category insights, and top performers.

Key Highlights:

Efficient handling of large datasets

Seamless SQL, Python integration

Delivery of actionable insights with visual storytelling

Complete workflow from raw data to executive-level reports