Superstore SQL Analytics Project

This project simulates real-world retail analytics problems using a superstore sales dataset (customers, orders, products, regions, and categories).
The goal is to demonstrate practical SQL skills for data analysis and business insights — the type of work expected in data analyst / business intelligence roles.

Why This Project Matters

- Demonstrates essential SQL concepts like aggregations, grouping, filtering, and date formatting.
- Builds business-driven insights from a retail sales database.
- Showcases ability to translate data into actionable business intelligence.

Project Objectives

This project focuses on solving real-world business questions for a retail superstore, such as:

Business Performance

- *What are our total revenue, profit, and order volume?*
  Provides high-level business health metrics for executive reporting.

Product Analysis

- *Which product categories generate the most sales?*
  Helps optimize inventory and marketing focus toward top-performing categories.

Regional Performance

- *Which regions contribute most to sales?*
  Supports regional strategy and resource allocation decisions.

Sales Trends

- *How do sales trend month over month?*
  Identifies seasonal patterns and growth trajectory for planning.

Customer Insights

- *Who are our top 10 customers by total spending?*
  Enables targeted retention strategies for high-value customers.
- *Which customer segments are most profitable?*
  Guides marketing segmentation and customer acquisition strategy.

Customer Behavior Analysis

- *Who are our top customers by total orders and average order value?*
  Provides comprehensive customer profiling for CRM initiatives.