**Toy Store Sales Analysis**

Dataset Structure

1. Sales 2. Stores 3. Products 4. Inventory

Data Dictionary

|  |  |  |
| --- | --- | --- |
| Table | Field | Description |
| Products | Product\_ID | Product ID |
| Products | Product\_Name | Product name |
| Products | Product\_Category | Product Category |
| Products | Product\_Cost | Product cost ($USD) |
| Products | Product\_Price | Product retail price ($USD) |
| Inventory | Store\_ID | Store ID |
| Inventory | Product\_ID | Product ID |
| Inventory | Stock\_On\_Hand | Stock quantity of the product in the store (inventory) |
| Stores | Store\_ID | Store ID |
| Stores | Store\_Name | Store name |
| Stores | Store\_City | City in Mexico where the store is located |
| Stores | Store\_Location | Location in the city where the store is located |
| Stores | Store\_Open\_Date | Date when the store was opened |
| Sales | Sale\_ID | Sale ID |
| Sales | Date | Date of the transaction |
| Sales | Store\_ID | Store ID |
| Sales | Product\_ID | Product ID |
| Sales | Units | Units sold |

Data validation and wrangling

Data requires cleaning. (In SQL only)

Note: Data might have Non-date or non-numeric values which requires cleaning and data consistency.

**Analysis Questions-**

1. Sales Trend Analysis

Monthly wise sales trend over the stores, location for both year(2022 & 2023)

Create a comparison of Monthly sales, Quarterly sales between 2022 and 2023 sales

1. Stores performance Analysis-
   1. Find the sales trend over the different Stores and find the best and least five stores as per the performance in one query.
   2. Which stores performs well than the last year
2. Product performance Analysis-
   1. Find out the report of Product that which product performs well and contributing most part of sales
   2. Is there any seasonality between the last three half yearly sales counted with the max(date) of sales.
   3. High demanded product among all locations as per the sales.
3. Inventory Health analysis
   1. Find out the avg\_inventory as per the store and product.
   2. Analyze the Inventory turnover ratio as per the store wise along with avg\_inventory in a comparative report
4. **Create a Visual Dashboard for your analysis by using PowerBI or Tableau.**

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