Hackathon Submission Report

Team Name: GoatCoder

Submitted by: Cassius Colaco

Key Performance Indicators (KPIs) Identified

- Total Revenue: Rs.8,850

- Unique Customers: 6

- Average Sale per Customer: Rs.1,475

- Monthly Sales Trends:

-   - Aug 2023: Rs.2,850

-   - Sep 2023: Rs.3,900

-   - Oct 2023: Rs.2,100

- Top Performing Cities:

-   - Mumbai: Rs.3,650

-   - Delhi: Rs.2,150

-   - Bangalore: Rs.1,700

- Top 5 Products by Revenue:

-   - Jeans: Rs.3,150

-   - Watch: Rs.1,800

-   - T-Shirt: Rs.1,350

-   - Shoes: Rs.1,200

-   - Bag: Rs.950

Key Insights Extracted

- Mumbai contributed over 40% of the total revenue.

- A few high-value customers dominate sales (from SQL Query #2).

- Monthly trends show peak in September and dip in October.

- Non-buying customers identified (SQL Query #4).

- Average age per city (SQL Query #5) helps tailor marketing.

Challenges Faced

- Integrated Customer and Sales datasets with missing and mismatched values.

- Formatted dates and aggregated monthly metrics using SQL.

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Supporting Files

- Sales_Analytics_Queries.sql – SQL queries for revenue, customer behavior, city trends, and demographi

- Sales_Analytics_Dashboard_Data.xlsx – Excel dashboard with pivot tables, charts, and slicers.

- Sales_Analytics_Documentation.pdf – Project report detailing KPIs, insights, challenges, and next steps.