

## **Retail Sales SQL Project - Benefits**

### **1. Customer Insights**

- Identified top-spending customers and their cities.
- Analyzed customer order behavior using advanced JOINS and GROUP BY.
- Created a 'CustomerSales' view to track revenue per customer for reporting.

### **2. Product Performance**

- Ranked products based on quantity sold.
- Calculated product-wise revenue using aggregation functions.
- Used GROUP BY to analyze product categories and identify trends.

### **3. Time-Based Sales Trends**

- Built a monthly revenue report using DATE\_FORMAT and GROUP BY.
- Detected seasonal performance changes.
- Data ready for integration into charts and dashboards.

### **4. Efficient Reporting with Views**

- Created SQL views for fast, reusable access to key data such as 'TopCustomers', 'MonthlyRevenue', and 'ProductSalesSummary'.
- Reduced repeated logic and simplified query structure.
- Optimized for dashboards and data exports.