Sales Performance Analytics Transitioning from Excel to SQL Queries

⭐ KPI CARDS FOR A SALES DASH BOARD

1.Total Sales

- select sum(Total_sales) as total_revenue from sales;

OUTPUT:
13720500

2.Total Quantity

- select sum(Quantity) as total_unit_sold from sales;

OUTPUT:
1196

3.Total Orders

- select count(ORDER_ID) as total_orders from sales;

OUTPUT:
200

4.Target Achievement %

- select Target_Achieved,count(ORDER _ID) as no_of_orders from sales group by Target_Achieved;

OUTPUT:

YES 154

NO **46**

⭐ ⭐ QUESTIONS FOR SALES DASHBOARD

1. Which product has the highest sales?

- SELECT Product,sum(Total_sales) AS Revenue from sales group by Product order by Revenue DESC limit 1;

OUTPUT: **Laptop   4950000**

2.which region has the lowest sales performance?

- select Region,sum(Total_sales) as Revenue from sales group by Region order by revenue ASC LIMIT 1;

OUTPUT: **West   3173500**

3.who is the top performing salesperson?

- Select salesperson,sum(total_sales) as revenue from sales group by salesperson order by revenue desc limit 1;

OUTPUT: Rajesh **2551500**

4.what percentage of the sales target has been achieved?

- select target_achieved,count(*) as order_count,(count(*)*100.0/(select count(*) from sales)) as percentage from sales group by target_achieved;

OUTPUT:

YES 154 77.00000

NO   46   23.00000

5.Regional sales performance

- select region,sum(Total_sales) as revenue from sales group by region order by revenue ASC;

OUTPUT:

West	**3173500**
South	**3227000**
East	**3480000**
North	**3840000**

6.Month wise Trends

SELECT
  MONTHNAME(STR_TO_DATE(Date, '%d %M %Y')) AS Month_Name,
  SUM(Total_sales) AS Monthly_Revenue
FROM sales
GROUP BY Month_Name, MONTH(STR_TO_DATE(Date, '%d %M %Y'))
ORDER BY MONTH(STR_TO_DATE(Date, '%d %M %Y'));

OUTPUT:

January	754000
February	999000
March	1617000
April	1286000
May	814000
June	521500
July	1588500
August	1071000
September	1238000
October	1507000
November	784500
December	1540000

Conclusion & Key Takeaways

- Through this project, I successfully transitioned sales data analysis from Excel to SQL, ensuring better data integrity and faster insights.

Final Insights:

- Performance: The company achieved a 77% target success rate, with Laptops being the primary revenue driver.
- Efficiency: Using SQL queries reduced the time taken to generate monthly and regional reports compared to manual Excel calculations.
- Actionable Data: Identified the West region as an underperforming area that requires strategic focus.

Future Scope:

- Connecting this SQL database to Power BI for real-time visualization.
- Implementing Stored Procedures to automate weekly KPI updates.
- Analyzing Customer Segmentation to understand buying patterns more deeply.

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