Title: Beginner SQL Workflow

Subtitle: Customer Sales Database Analysis

Project Overview

This project serves as an introduction to SQL by guiding users through the process of setting up an **SQLite database**, creating tables, inserting data, and performing basic SQL queries and analysis. The dataset used in this example represents a **Customer Sales Database**, which contains information about customers and their purchase transactions.

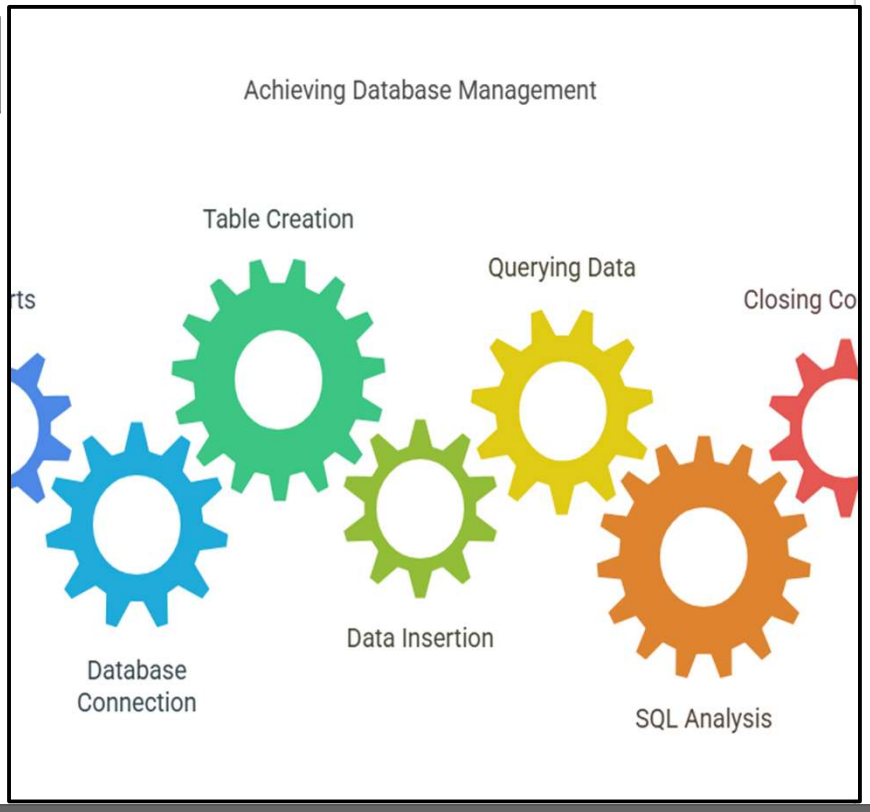
Key Insights

- **Database Setup:** Successfully created an SQLite database (**customer_sales.db**) with two tables:
- **Customers:** (stores customer details)
- **Sales:** (stores transaction details)
- **Data insertion**: Added **3 customers** and **4 sales transactions** to the database.
- **Querying the Data:** Extracted and analyzed customer and sales information using **SELECT, WHERE, JOIN, GROUP BY, and ORDER BY** SQL statements.

Sales Analysis:

- **Total sales revenue:** $2,451.25
- **Top Customer:** Alice Johnson with a total spend of $1,500.50
- **Recent Sales:** No transactions occurred within the last 10 days of the dataset.

Details



Next Steps

- **Enhance Dataset:** Add more records to simulate real-world sales data.
- **Advanced SQL Queries:** Introduce **JOINSs with multiple tables, window functions, and subqueries** for deeper insights.
- **Data Visualization:** Use matplotlib or Tableau to visualize customer spending trends.
- **Automate Analysis:** Write Python scripts to automate data extraction and reporting.