README – SQL PROJECT: Fashion Boutique

Project Overview

This SQL project analyzes a Fashion Boutique dataset through:

- Database creation
- Table design
- Data cleaning
- Data exploration (EDA)
- Business analysis
- Discount analysis using markdown percentage
- Monthly sales & product performance

Database & Table Structure

Database Name:

sql_project_fashion

Table Name:

fashion_boutique_dataset

Columns:

product_id, category, brand, season, size, color, original_price,

markdown_percentage, current_price, purchase_date, stock_quantity,

customer_rating, is_returned, return_reason

Data Cleaning Performed

- Checked null values in all columns
- Ensured complete product & pricing information
- Validated dates, ratings, and return records

Data Exploration

Key queries include:

- Total records

• Unique categories, brands, colors, seasons, sizes

• SUM, AVG of prices

• Product count by brand and category

Business Analysis

Includes SQL queries for:

• Sales on specific dates

• Products sold by category

• Total sales per category

• Orders count and revenue

• High■value products (Top 5)

• Monthly average sales using date extraction

Customer & Rating Analysis

• Category■wise rating count, sum, average

• Brand■wise rating statistics

Discount Analysis

Discount Formula:

discount_amount = original_price × (markdown_percentage / 100)

Category-wise discount calculation:

```
SELECT category, original_price, markdown_percentage,
(original_price*(markdown_percentage/100)) AS discount_amount
FROM fashion_boutique_dataset;
```

Brand-wise discount calculation:

```
SELECT brand, original_price, markdown_percentage,
(original_price*(markdown_percentage/100)) AS discount_amount
FROM fashion_boutique_dataset;
```

End of Project