

Retail Sales SQL Project – Summary Report

Dataset Overview

- **Transactions:** 2,000
- **Unique Customers:** 155
- **Date Range:** Jan 2022 → Dec 2023
- **Categories:** Clothing, Beauty, Electronics
- **Total Revenue:** ₹ 911,720

Key Insights

1. Category Performance

- **Clothing:** ₹311,070 (34.1% of total revenue)
 - **Electronics:** ₹313,810 (34.4%)
 - **Beauty:** ₹286,840 (31.5%)
- Electronics contributed the highest share of revenue (34.4%).

2. Customer Demographics

- Avg age of customers:
 - **Clothing** → 42 years
 - **Electronics** → 42 years
 - **Beauty** → 40 years

3. Sales by Gender & Category

- **Clothing:** Male (354), Female (348)
 - **Electronics:** Male (344), Female (340)
 - **Beauty:** Female (332), Male (282)
- Sales are well balanced across genders, with females slightly more active in Beauty.

4. Monthly Sales Trend

- Lowest sales: **Feb 2022** → ₹16,110
- Steady growth afterward; peaks visible in festival months (Nov–Dec).
- Example months:
 - Jan 2022 → ₹22,635
 - Apr 2022 → ₹28,705

5. Top 5 Customers by Revenue

- Customer 3 → ₹38,440
- Customer 1 → ₹30,750
- Customer 5 → ₹30,405
- Customer 2 → ₹25,295
- Customer 4 → ₹23,580

Top 5 customers contributed **>16% of total sales**.

6. Shift-Based Sales

- **Morning (before 12 PM):** 561 orders
- **Afternoon (12–5 PM):** 377 orders
- **Evening (after 5 PM):** 1,062 orders

Evenings are the busiest shopping period (53% of transactions).

7. Profit Analysis (Profit = Total Sale – COGS)

- **Beauty:** ₹228,630 total profit (avg ₹374 per order)
- **Clothing:** ₹246,680 (avg ₹352)
- **Electronics:** ₹246,648 (avg ₹361)

Clothing & Electronics drive the highest profit, with Electronics slightly ahead in avg per order profit.

Executive Summary

The retail dataset shows strong and balanced sales across three categories — **Clothing, Electronics, and Beauty**. Electronics leads in revenue share (34.4%) and profitability. Customer spending is highest in the **evening shift (53%)**, while festivals (Nov–Dec) drive peak monthly sales. The top 5 customers alone contributed **over 16% of total revenue**, highlighting the importance of repeat customers. Overall, the store generated **₹911K in sales over 2 years** with healthy profit margins across all categories.