



DATA ANALYTICS PROJECT

E-COMMERCE COMPANY
SALES ANALYSIS

AliExpress

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SQL

In this E-commerce Sales Analysis project, we used SQL (PostgreSQL) to extract key business insights from sales data. We structured the database by creating a furniture_sales table and imported cleaned transactional data. Using SQL queries, we analyzed total revenue, best-selling products, discount impact on sales, and profit after shipping costs. Aggregation functions like SUM(), AVG(), and GROUP BY helped identify sales trends, while CASE statements categorized price ranges. The insights derived from this analysis support data-driven decision-making, optimizing pricing strategies and improving customer engagement.

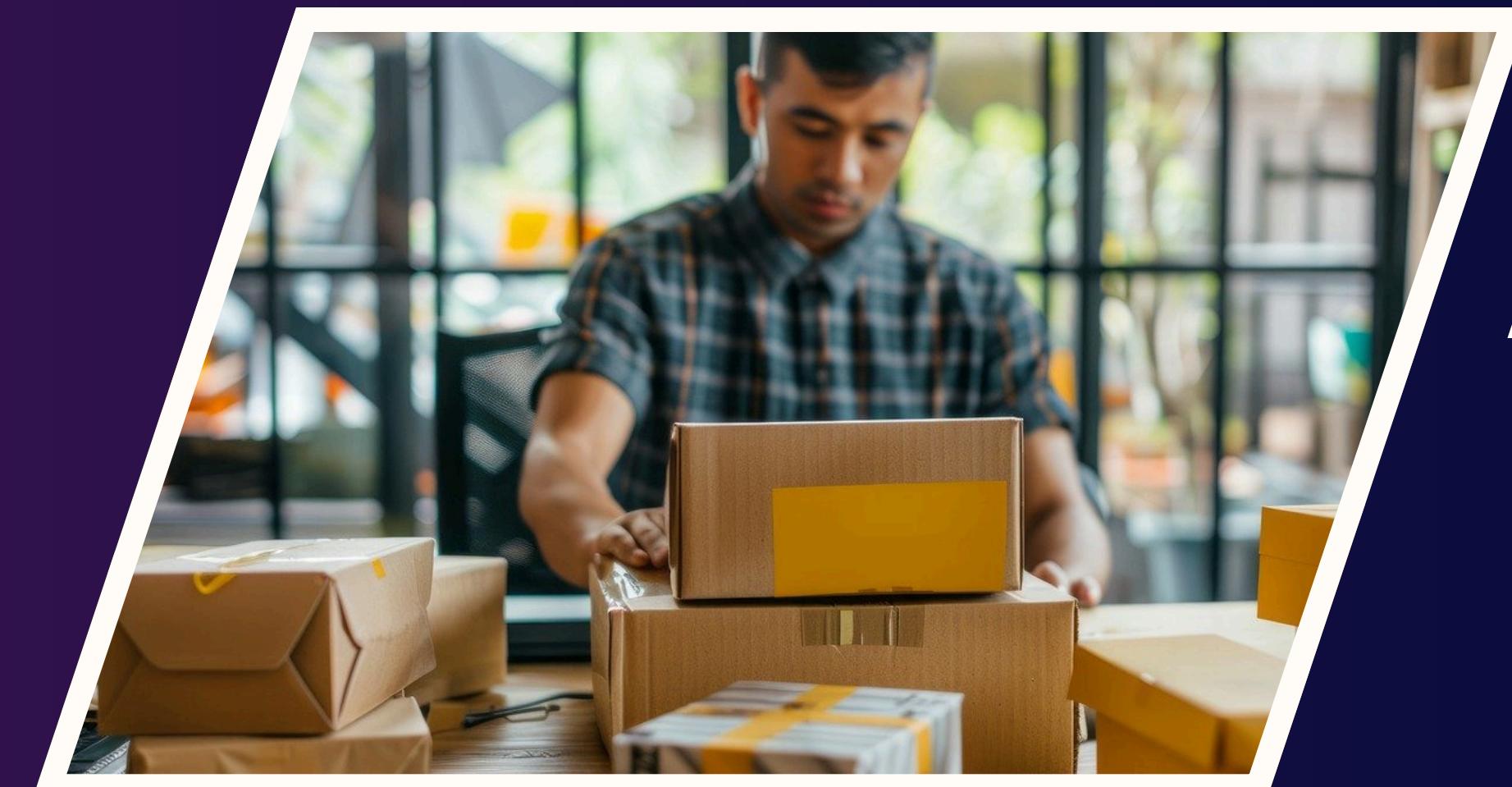


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```
--total sales  
SELECT SUM(Sales) AS total_sales FROM furniture_sales;
```

	total_sales	locked
	numeric	
1	2181048.07	





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--avg_discount

```
SELECT AVG(discount) AS avg_discount FROM furniture_sales;
```

	avg_discount	numeric
1	11.604500000000000	





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```
-- Most Profitable Products
SELECT productTitle, SUM(Sales - Shipping_price) AS net_profit
FROM furniture_sales
GROUP BY productTitle
ORDER BY net_profit DESC
LIMIT 5;
```

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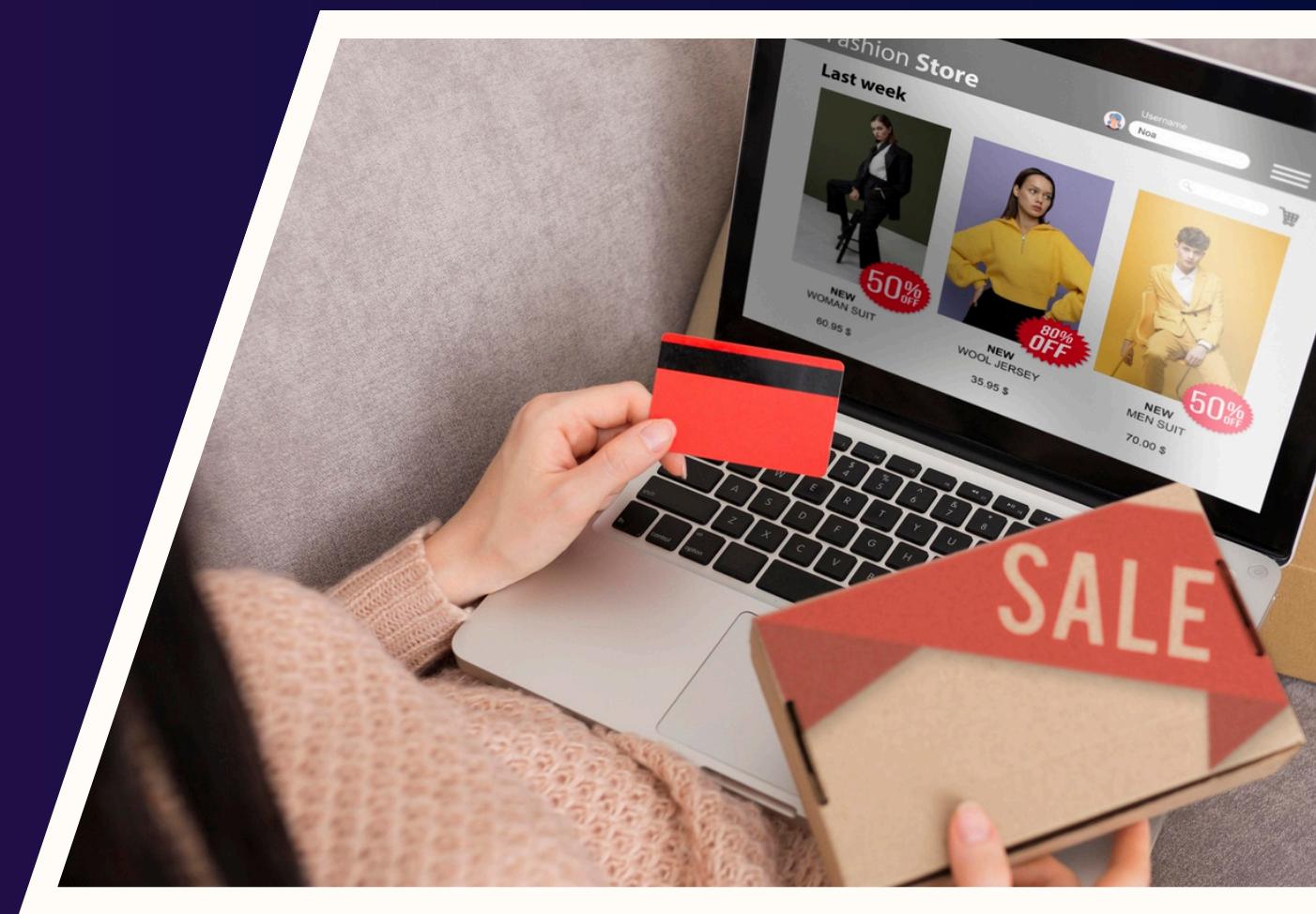
	producttitle text	net_profit numeric
1	MUMUCC Multifunctional Foldable And Adjustable Aluminum Alloy Reading Stand With Spring Clip For Laptops, Tablets & Thick Bo...	144150.00
2	Portable round Folding Chair Accordion Chair Height Adjustment Simple Tool Elephant Swing Playground Queue Chair	122800.00
3	Caterpillar Single Sofa Lazy Couch Tatami Living Room Bedroom Lovely Leisure Single Chair Reading Chair Balcony Rocking Chair	101179.57
4	Monitor Stand for 13-32 inches Screens, Dual Monitor Mount Gas Spring, Dual Monitor Arm Full Motion Adjustable	60012.00
5	Electric Stand Up Desk Workstation Whole-Piece Desktop Ergonomic Height Adjustable Standing Desk With Cup and headphone h...	54055.80





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```
--Top5 sold product
SELECT productTitle, SUM(sold) AS total_sold
FROM furniture_sales
GROUP BY productTitle
ORDER BY total_sold DESC
LIMIT 5;
```

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	producttitle text	total_sold bigint
1	Portable round Folding Chair Accordion Chair Height Adjustment Simple Tool Elephant Swing Playground Queue Chair	10000
2	MUMUCC Multifunctional Foldable And Adjustable Aluminum Alloy Reading Stand With Spring Clip For Laptops, Tablets & Thick Boo...	6000
3	Stylish Shoe Rack Metal Simple Shoe Shelf Footwear Organizer Stand Holder Space-saving Black Shoe Shelf for Living Room	2000
4	Portability Foot Rest Under Desk Footrest Ergonomic Foot Stool with Massage Rollers Foot Rest for Home Office Work Fast Ship	1900
5	Office Furniture Computer Stand 42*26cm Adjustable Foldable Laptop Holder Notebook Desks Lap PC Folding Desk Table Vented S...	1000





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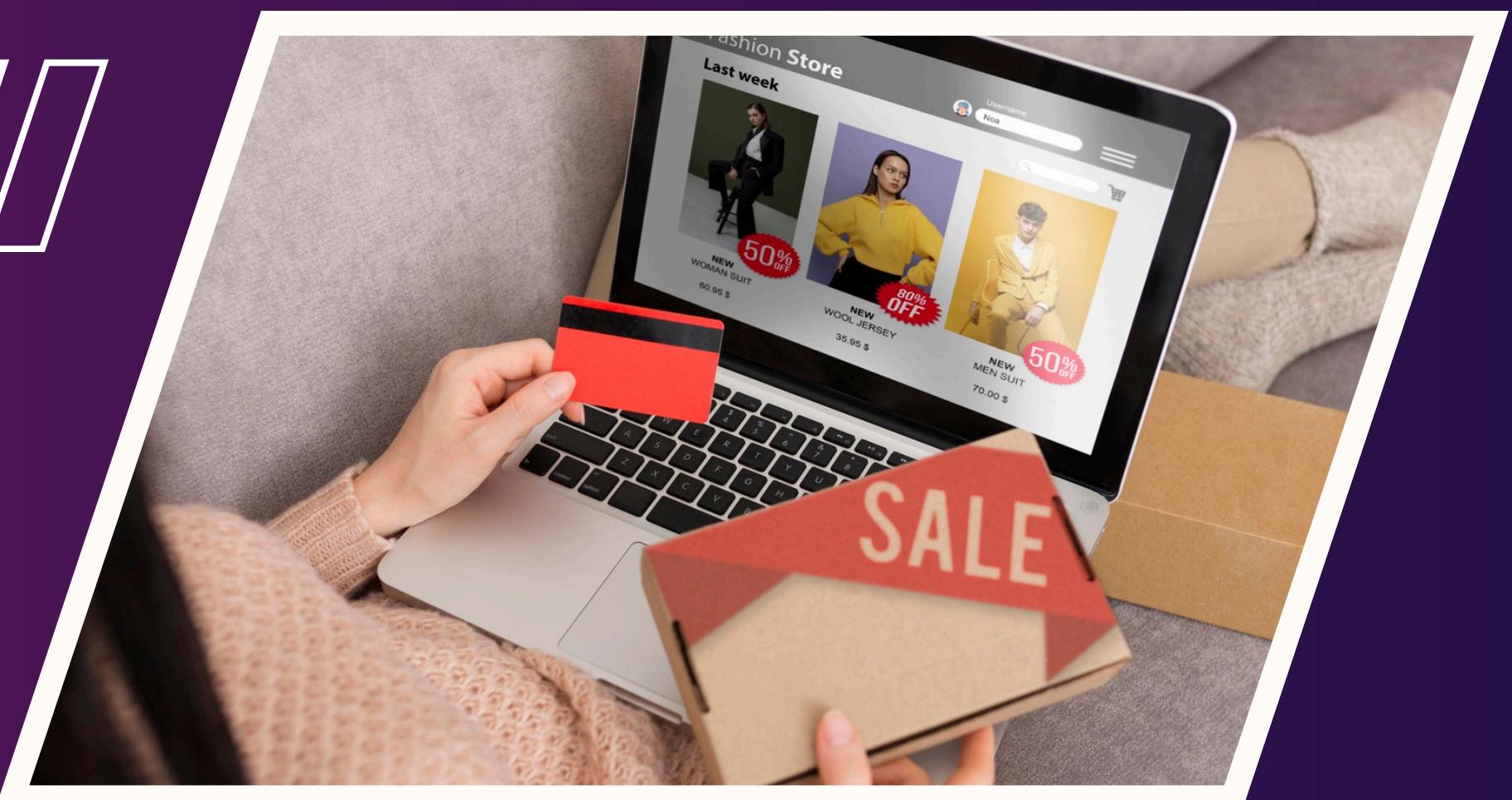
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--Discount Impact on Sales

```
SELECT discount, AVG(sold) AS avg_units_sold  
FROM furniture_sales  
GROUP BY discount  
ORDER BY discount;
```



	discount numeric (5,2)	avg_units_sold numeric
1	0.00	7.7209908735332464
2	1.00	17.000000000000000000
3	4.00	43.000000000000000000
4	5.00	0.00000000000000000000
5	6.00	15.000000000000000000
6	7.00	28.000000000000000000
7	8.00	54.500000000000000000
8	9.00	9.000000000000000000
9	10.00	13.000000000000000000
10	11.00	0.00000000000000000000
11	15.00	58.000000000000000000
12	16.00	40.400000000000000000
13	17.00	239.666666666666667
14	18.00	28.666666666666667
15	19.00	34.000000000000000000
16	20.00	80.000000000000000000
17	22.00	171.000000000000000000





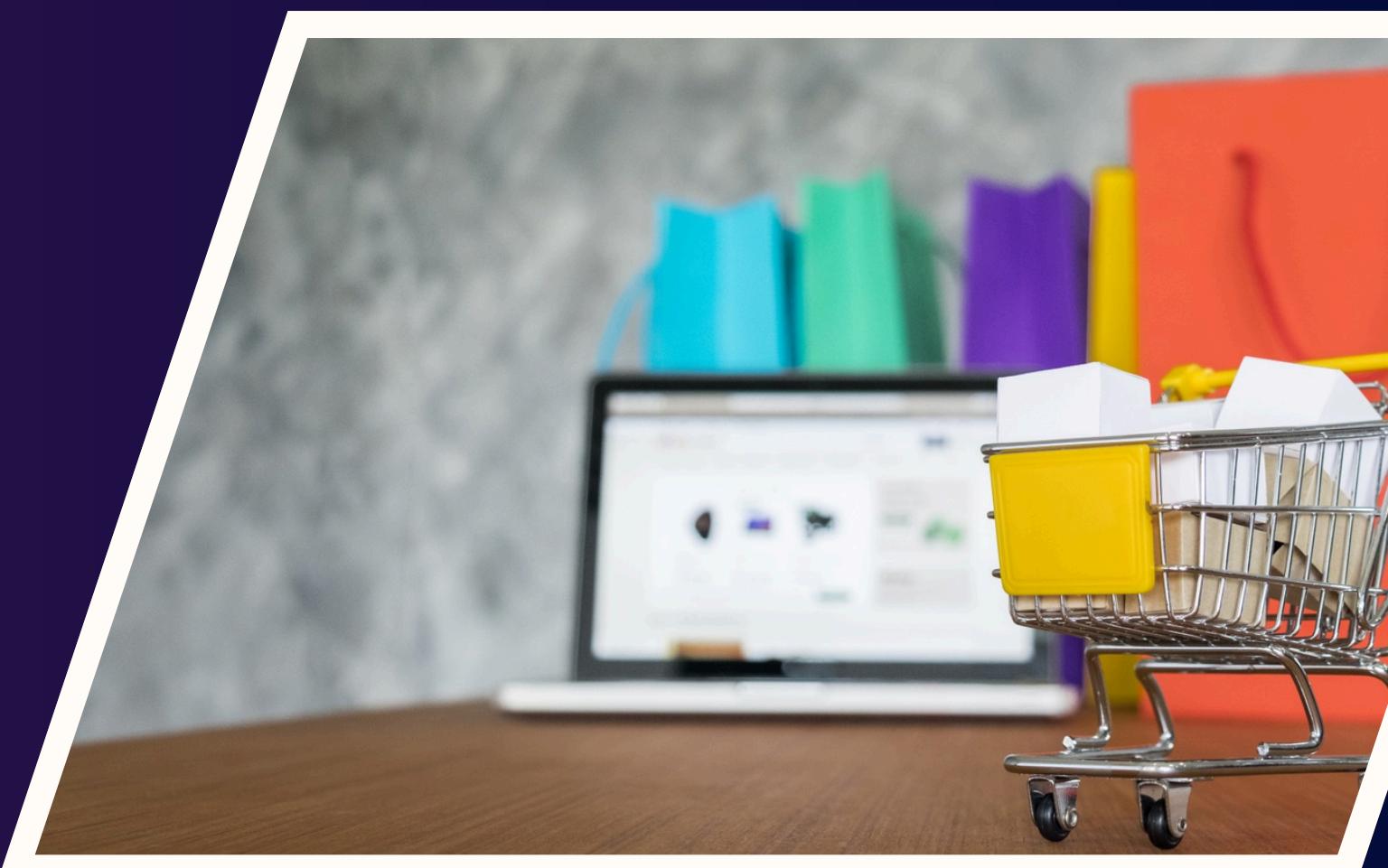
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--Free Shipping vs. Paid Shipping Sales

```
SELECT tagText, SUM(Sales) AS total_sales  
FROM furniture_sales  
GROUP BY tagText;
```

	tagtext	total_sales
1	+Shipping	173357.42
2	Free shipping	2007690.65





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```
--Sales Distribution by Price Range
SELECT
    CASE
        WHEN Price < 20 THEN 'Low Price (<$20)'
        WHEN Price BETWEEN 20 AND 50 THEN 'Mid Price ($20-$50)'
        ELSE 'High Price (>$50)'
    END AS price_range,
    SUM(Sales) AS total_sales
FROM furniture_sales
GROUP BY price_range
ORDER BY total_sales DESC;
```

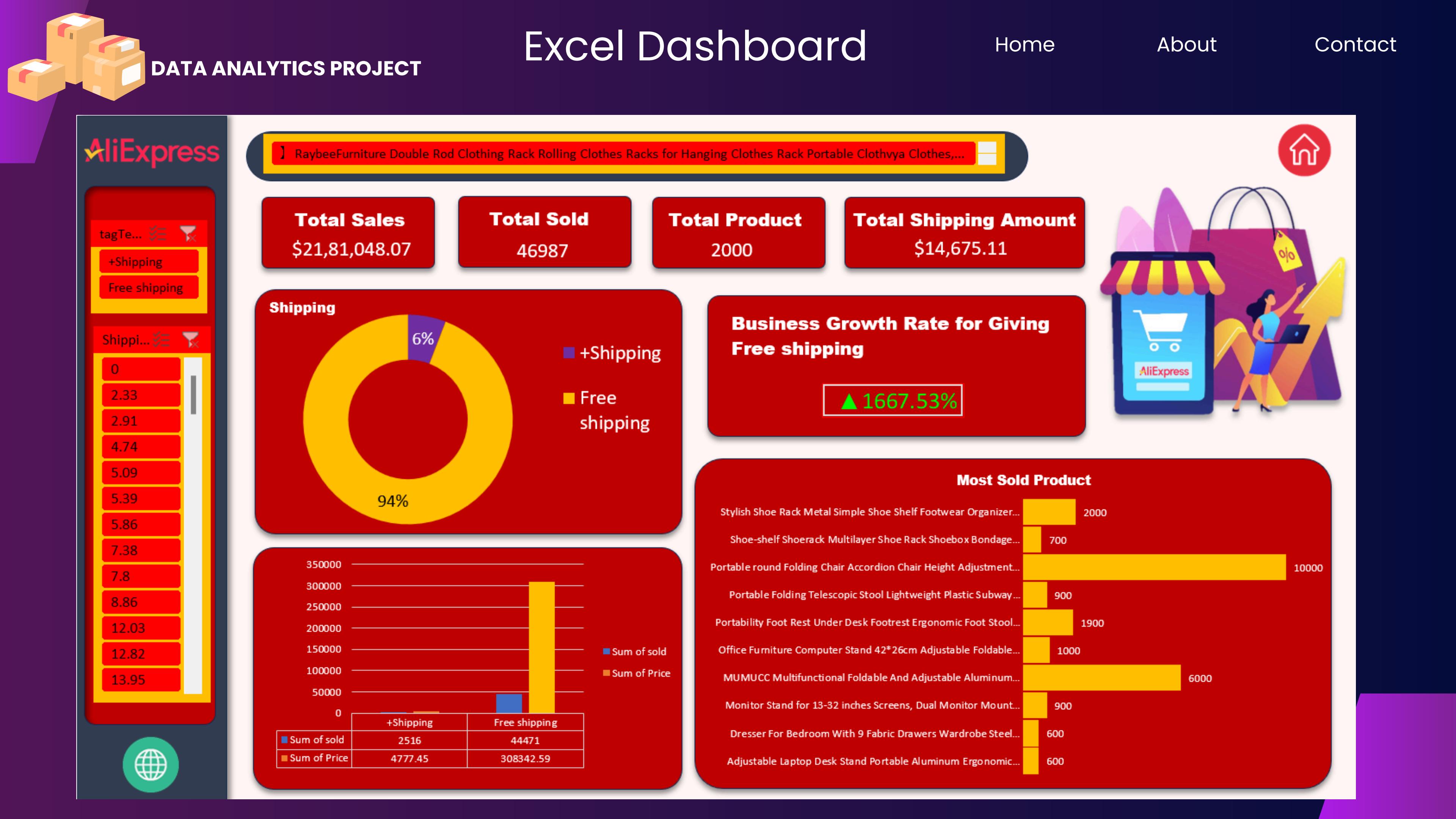
	price_range text	total_sales numeric
1	High Price (>\$50)	1503963.24
2	Mid Price (\$20-\$50)	426280.74
3	Low Price (<\$20)	250804.09

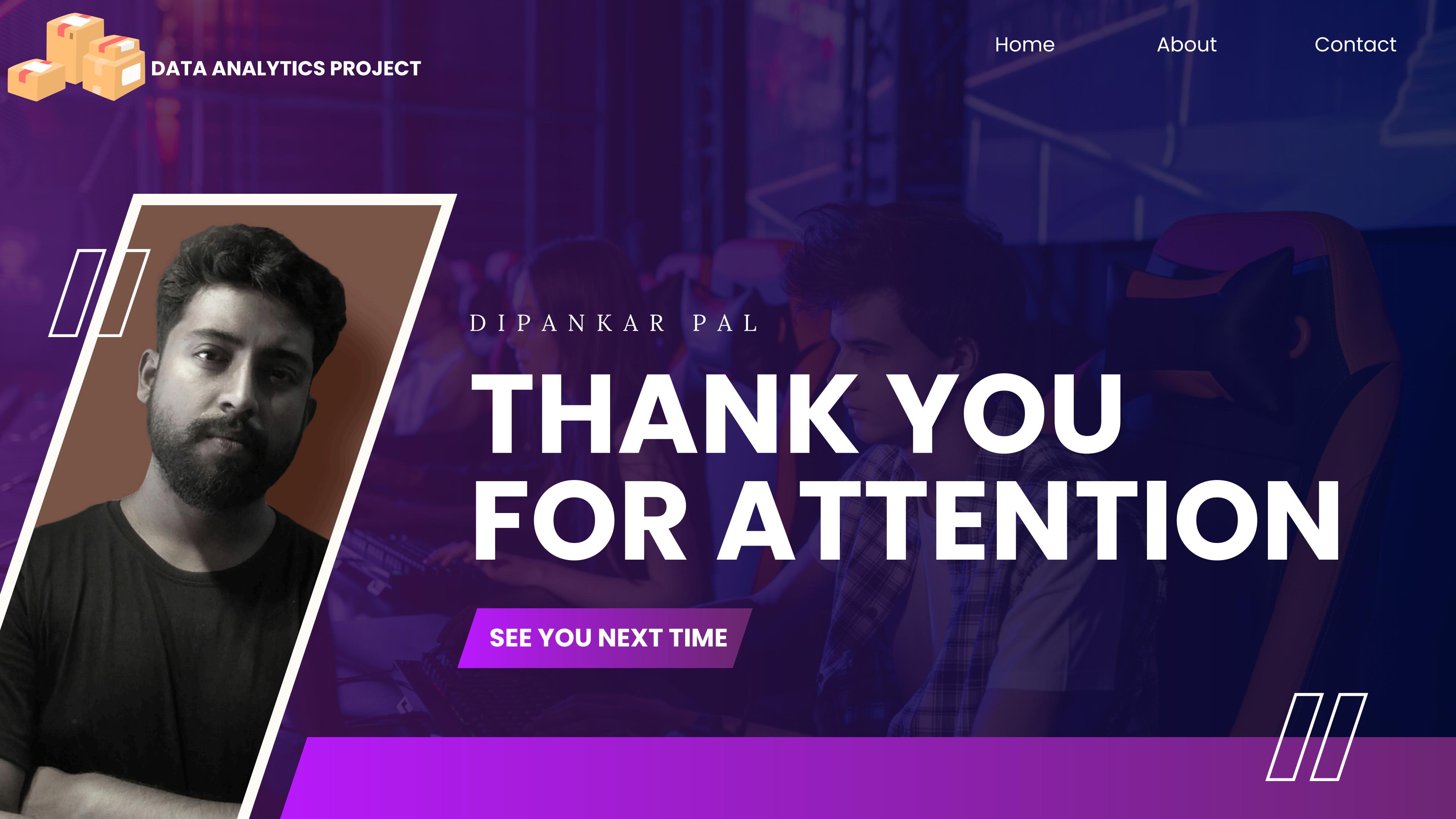
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Excel Dashboard

In this E-commerce Sales Dashboard project, we used Microsoft Excel to create an interactive and insightful dashboard for analyzing sales performance. The dataset included key metrics such as total sales, total profit, quantity sold, and discount impact. Using Pivot Tables, Pivot Charts, and slicers, we dynamically visualized top-selling products, sales trends over time, and regional performance. Conditional formatting highlighted key insights, while slicers allowed users to filter data by year, category, and region. The dashboard provided a clear, data-driven overview, helping businesses optimize pricing strategies, track performance, and make informed decisions efficiently.





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DIPANKAR PAL

THANK YOU
FOR ATTENTION

SEE YOU NEXT TIME