



Case Study (EDA)

This project involves analyzing retail sales data using SQL for data extraction and manipulation, and Excel for visualization and dashboard creation. The dataset includes customer, employee, order, and product information.

About Dataset:

The dataset contains 4 tables.

Sales.customers.csv	Customers Details
Sales.Employees.csv	Employee Details
Sales.Orders.csv	Orders Details (Main fact table)
Sales.Products.csv	Product Details

Analysis Tasks:

- Total Sales by Month
- Top 5 Products by Revenue
- Top Customers by Total Purchase
- Sales by Employee
- Average Order Value per Month
- Most Frequently Sold Product
- Customers with No Orders
- Monthly Sales Growth %
- Product Categories with Highest Profit Margin (if available)
- Orders by Country/Region



Excel Tasks (Visualization)

- Monthly Revenue Trend Line Chart
- Top 5 Products Bar Chart
- Sales by Employee Pie Chart
- Customer Segment-wise Sales (if segments available)
- Interactive Dashboard (Slicers: Month, Product, Employee)
- Map of Sales by Region/Country
- Pivot Table: Orders by Product & Month
- KPI Cards: Total Revenue, Total Orders, Avg Order Value

Conclusion:

From this case study, we aim to identify top-performing products, high-value customers, and effective employees, evaluate payment mode preferences, and analyze monthly revenue and profit trends. This will support the company's strategic decisions in sales optimization, customer engagement, and resource allocation for future growth.