Retail Sales Analysis using SQL Server

This project analyzes retail sales data using SQL Server to identify revenue trends, customer behavior, and product performance. The goal is to demonstrate core SQL querying and data analysis skills relevant to entry level Data Analyst roles.

Tools Used

- SQL Server
- SQL Server Management Studio (SSMS)

Project Overview

- Designed a relational database with **Customers**, **Products**, and **Orders** tables
- Inserted sample retail data to simulate real world transactions
- Performed sales analysis using SQL queries with **JOINs**, **GROUP BY**, and aggregate functions

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Key Analysis Performed

- Calculated total sales revenue
- Analyzed revenue by product category
- Identified top selling products by quantity
- Analyzed monthly sales trends
- Identified top customers based on total spending

Files in This Repository

- `analysis_queries.sql` – SQL queries used for analysis
- `schema.sql` – Database table creation scripts
- `insert_data.sql` – Sample data insertion scripts

Key Insights

- Certain product categories generate higher revenue than others
- Sales show variation across different months
- A small number of customers contribute significantly to total revenue

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Purpose

This project demonstrates the ability to:

- Work with relational databases
- Write analytical SQL queries
- Translate raw data into meaningful business insights