Small Business Sales & Inventory Analysis

SQL + Power BI Project
Data Analytics Portfolio Project

Prepared By : Ishika Verma
Tools : SQL, Power BI, Excel

Business Problem & Objective

Using data to support better business decisions

- The business wants to understand overall sales performance
- Identify top-performing products and categories
- Analyze customer behavior and repeat purchases
- Monitor inventory and stock availability

Prepared By : Ishika Verma

Tools : SQL, Power BI, Excel

Dataset Overview & Analysis Approach

- **Products table:** Product ID, Product Name, Category, Cost Price, Selling Price, Stock Quantity
- **Customers table:** Customer ID, Customer Name, City, Gender
- **Orders table:** Order ID, Order Date, Customer ID
- **Order_Details table:** Order ID, Product ID, Quantity

- The dataset was first cleaned and structured in **Excel**.
- **SQL** was used to analyze sales, product performance, customer behavior, and inventory levels.
- Key business questions were answered using SQL queries.
- Insights were then visualized using **Power BI dashboards** for better understanding.

Prepared By : Ishika Verma

Tools : SQL, Power BI, Excel

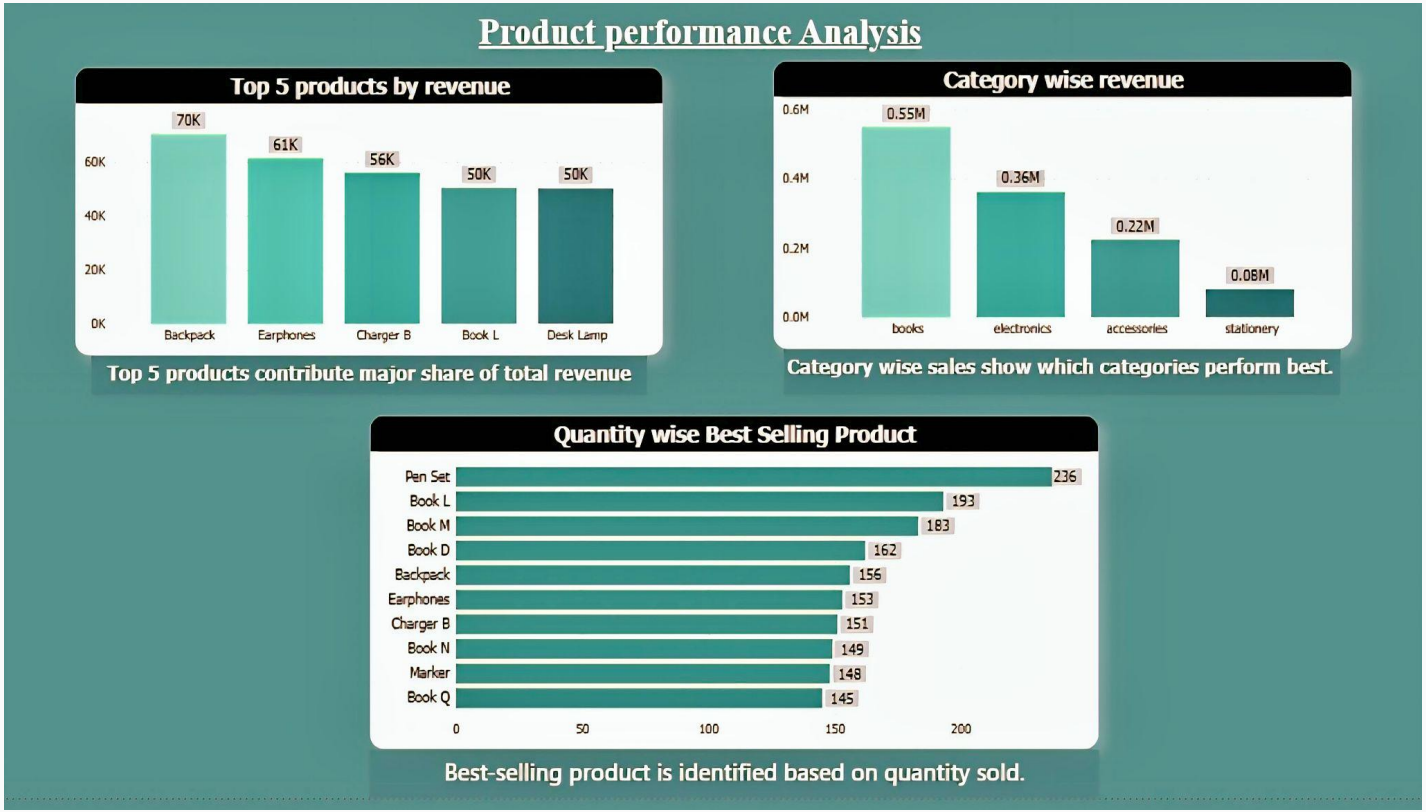
Power BI Dashboard- Sales & Performance Overview

- Created an interactive dashboard in **Power BI**
- Analyzed Sales, Products, Customers & Inventory
- Enabled insights using filters and slicers for better analysis

Prepared By : Ishika Verma

Tools : SQL, Power BI, Excel

Product Performance Analysis

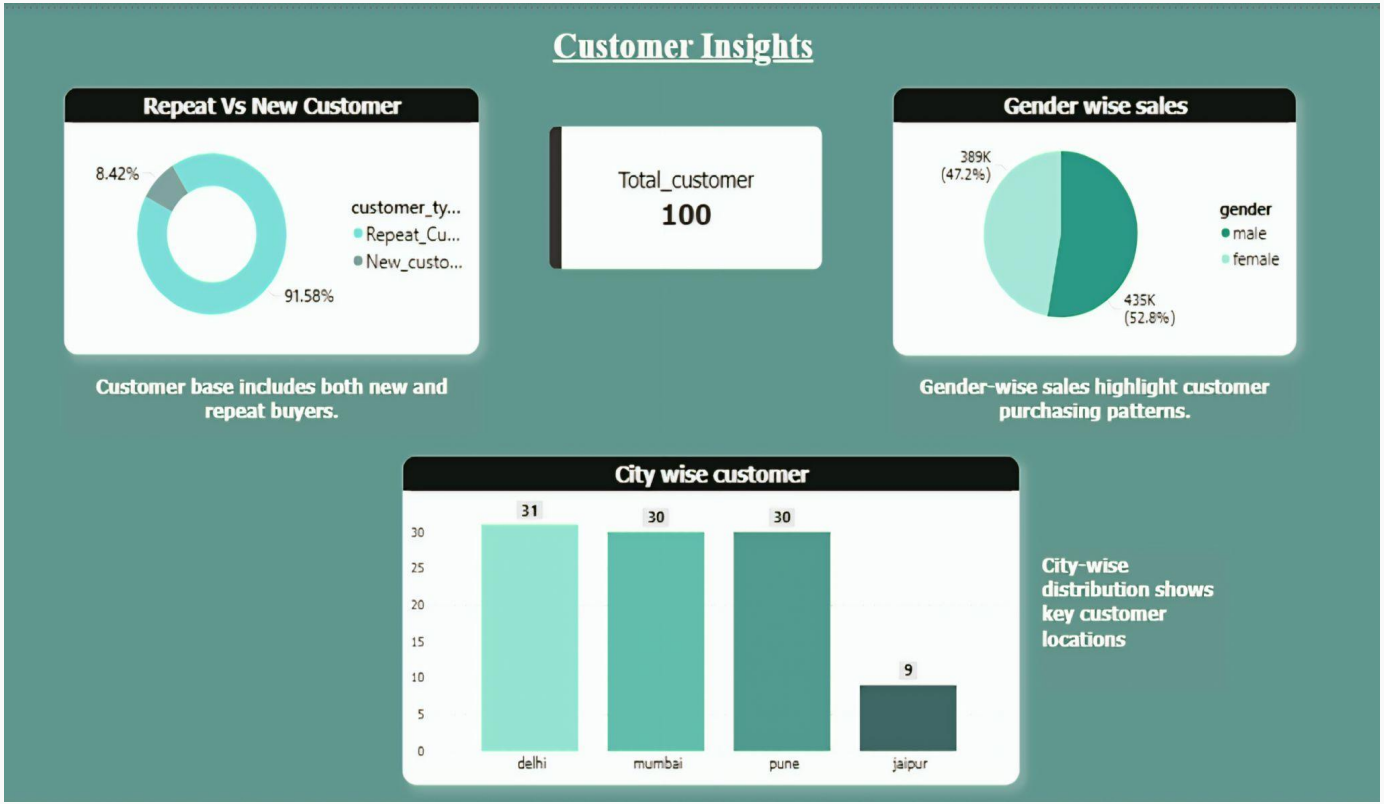


- Analyzed total revenue and total orders
- Identified month-wise sales trend
- Calculated average order value for business insights

Prepared By : Ishika Verma

Tools : SQL, Power BI, Excel

Customer Analysis



- Analyzed customer behavior and purchasing patterns
- Identified high-value and repeat customers
- Helped in understanding which customer segments contribute most to sales

Prepared By : Ishika Verma

Tools : SQL, Power BI, Excel

Inventory & Stock Analysis

- Analyzed stock levels across products
- Identified low-stock and high-stock items
- Helped in maintaining optimal inventory and avoiding stock-out situations

Prepared By : Ishika Verma

Tools : SQL, Power BI, Excel

Conclusion & Recommendations

Conclusion

• Completed end-to-end analysis using **Excel, SQL, and Power BI**

• Built interactive dashboards to analyze **sales, products, customers, and inventory**

• Transformed raw data into **meaningful business insights**

Recommendations

• Focus on **high-performing products** to increase revenue

• Improve **inventory planning** to avoid over-stock and stock-out situations

• Target **high-value customers** using customer analysis insights

Prepared By : Ishika Verma

Tools : SQL, Power BI, Excel