

# Small Business Sales & Inventory Analysis

SQL + Power BI Project  
Data Analytics Portfolio Project

# Business Problem & Objective

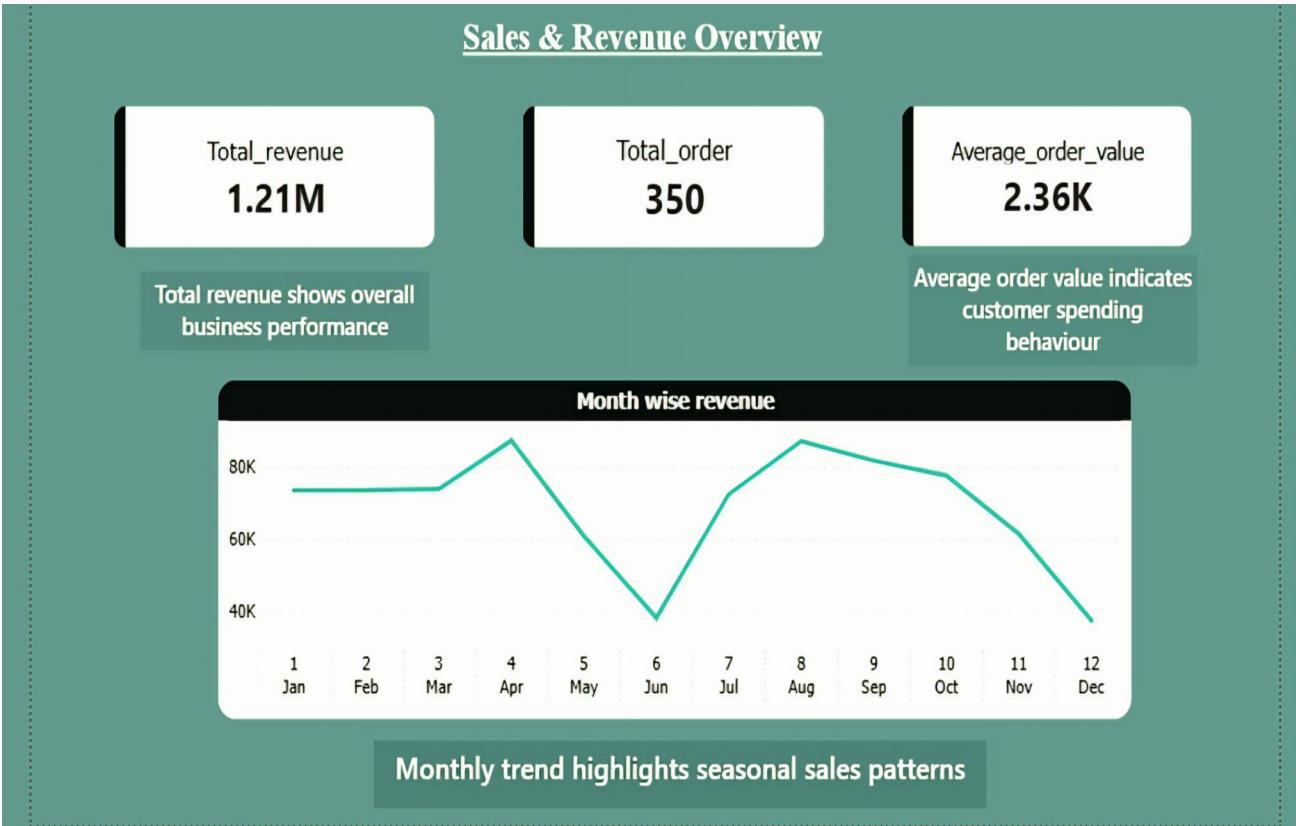
Using data to support better business decisions

- 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

# 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.

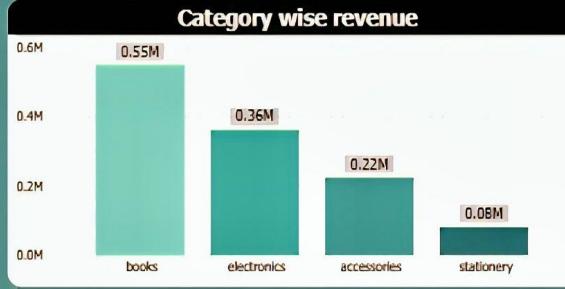
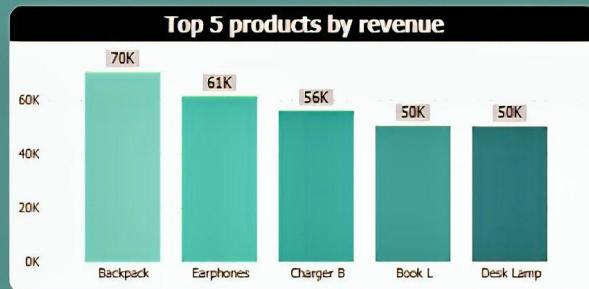
# Power BI Dashboard- Sales & Performance Overview



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

# Product Performance Analysis

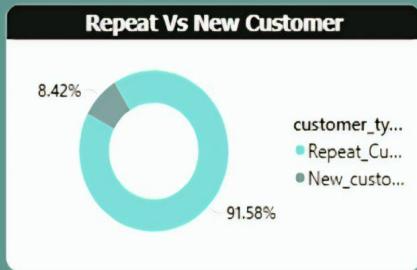
## Product performance Analysis



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

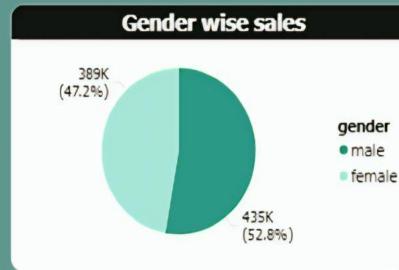
# Customer Analysis

## Customer Insights



Customer base includes both new and repeat buyers.

Total\_customer  
**100**



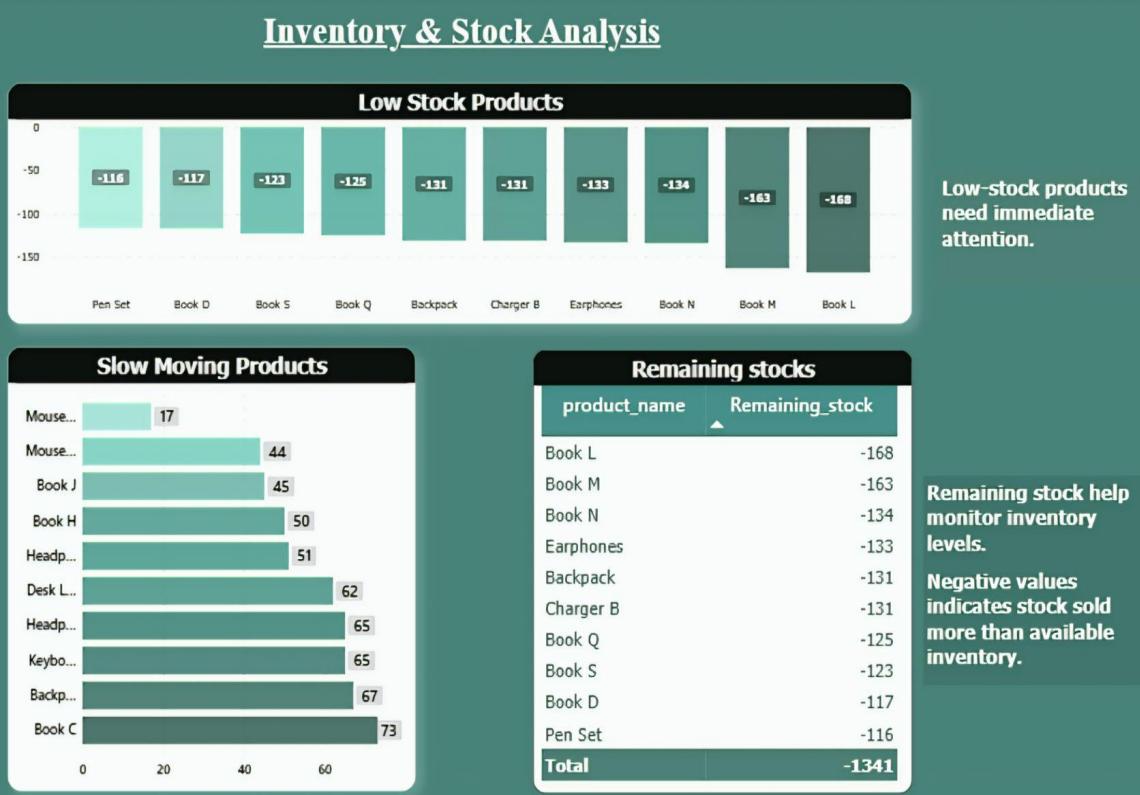
Gender-wise sales highlight customer purchasing patterns.



City-wise distribution shows key customer locations

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

# 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

# Conclusion

## 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**

# Recommendation

## 1. Top & Low-Performing Product

- Focus high-performing products
- strategize low-selling items → Higher revenue

## 2. Inventory Management

- Monitor stock levels
- fill remaining items → Avoid stockouts & overstock

## 3. Regional Sales Optimization

- Target promotions where ROI low → Cost-effective marketing

## 4. Customer Insights

- Target high-value/repeat customers → Better retention & profit margins

## 5. Data-Driven Decision Support

- Monitor trends & KPIs continuously → Informed business decisions