🚀 **RETAIL SALES ANALYSIS SQL PROJECT** 🚀

In this project, I transformed raw retail sales data into actionable business insights. Here's

what I did step by step:

🔹 Created a Retail Sales Database in MySQL.

🔹 Cleaned the data by removing null/missing values.

🔹 Performed Exploratory Data Analysis (EDA) to uncover patterns.

 Answered business questions such as:

💰 Which products generate the highest revenue?

🌍 Which regions are performing the best?

📈 What are the monthly sales trends?

🛍️ Which category is most profitable?

💻 Tools Used:  
 **MySQL · Excel**

📊 Key Takeaway:

**Customer Demographics**: The dataset includes customers from various age groups, with sales distributed across different categories such as Clothing and Beauty.

**High-Value Transactions**: Several transactions had a total sale amount greater than 1000, indicating premium purchases.

**Sales Trends**: Monthly analysis shows variations in sales, helping identify peak seasons.

**Customer Insights**: The analysis identifies the top-spending customers and the most popular product categories.

If you’re starting out in data analytics, projects like this are a great way to build real-world skills in:

✅ Data Cleaning  
 ✅ SQL Query Writing  
 ✅ Business Thinking