

Customer & Sales Analytics in SQL

6th September 2025

OVERVIEW

We will analyze an **e-commerce retail dataset** ([thelook_ecommerce](#) on Google BigQuery) to uncover **customer, product, and sales insights**.

GOALS

- Master SQL for **business analytics**.
- Build reusable SQL queries (joins, CTEs, views).
- Optimize queries for performance.
- Create dashboards (Tableau/Looker Studio/Power BI) powered by SQL.

SPECIFICATIONS

- Dataset: Google BigQuery Public Dataset → [thelook_ecommerce](#).
- Tools: BigQuery SQL, Jupyter Notebooks (VS Code), GitHub for collaboration.
- Deliverables: Queries, insights, dashboards, final report.

MILESTONES

Week 1 (Sept 6): Setup BigQuery + basic queries.

Week 2 (Sept 13): Joins, aggregations → customer & sales insights.

Week 3 (Sept 20): Advanced SQL (window functions, CTEs, views).

Week 4 (Sept 27): Dashboards + group final presentation.

Dashboard Ideas

- Revenue trend by month
- Top customers & product categories
- Repeat vs. new customers
- Regional sales performance