Retail Sales Report (SQL) Analyzing monthly & regional sales trends using SQL

Sql project for data analytics

Slide 2 - Project Overview Objective:

Analyze retail sales data to identify top-performing regions, categories, and monthly trends.

Support business strategy with data-driven insights.

Tools Used:

MySQL Workbench - SQL Queries

Dataset Description

Database: retail_sales_db

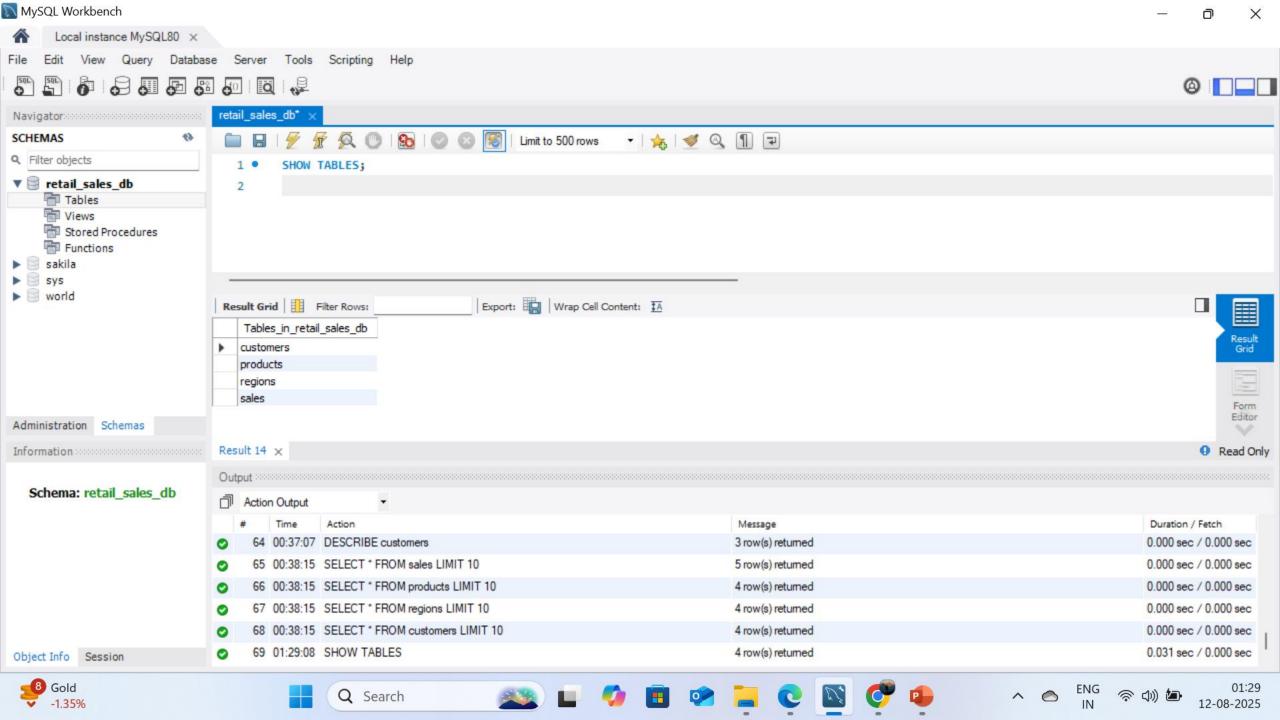
Tables:

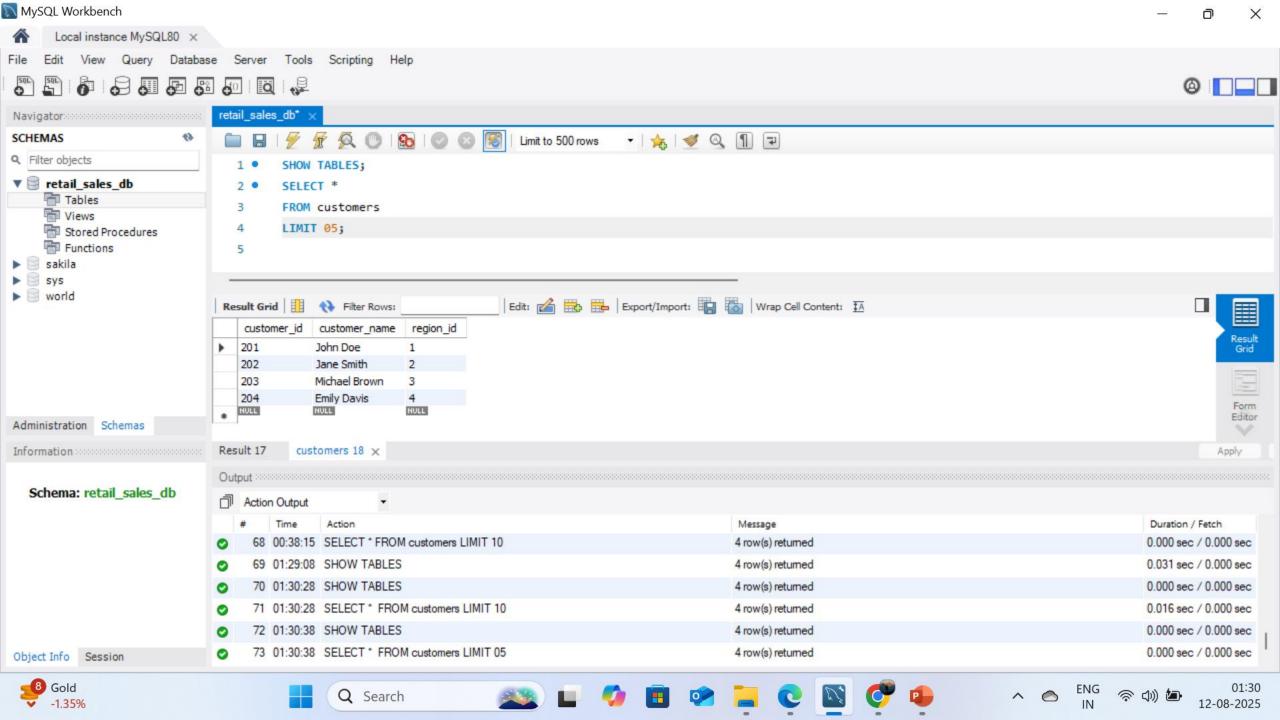
1.customers - Customer details

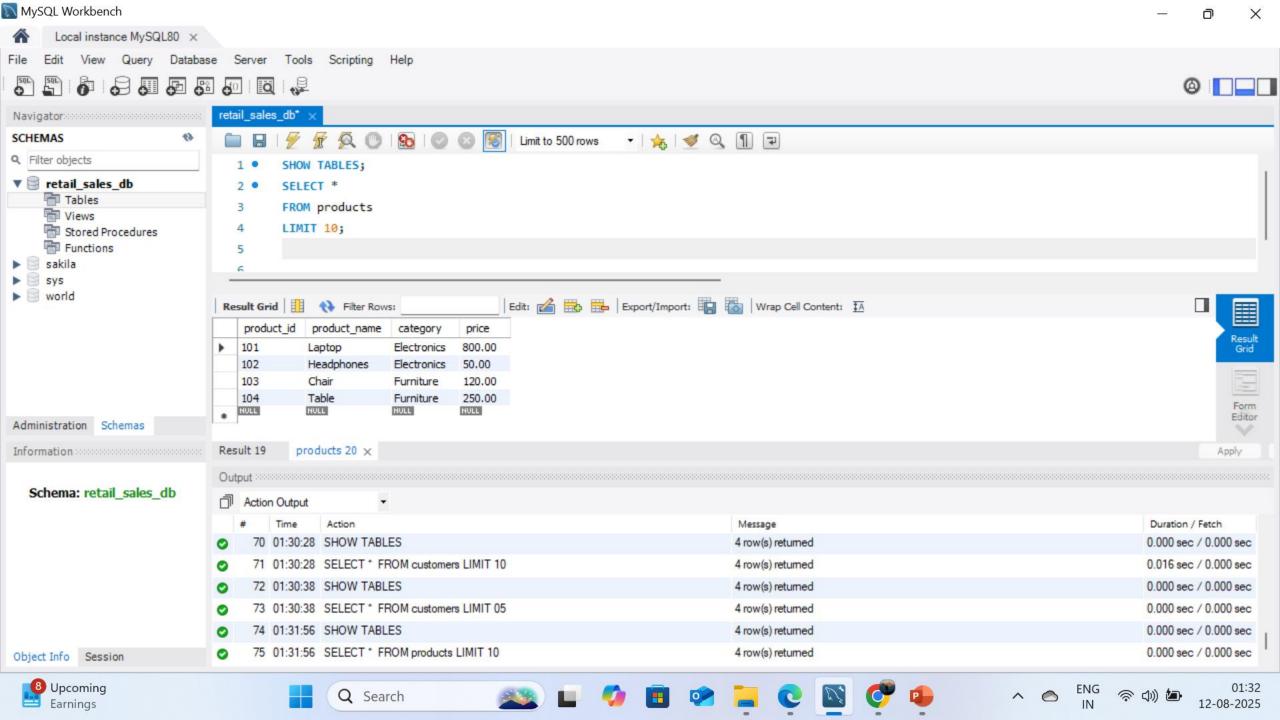
2.products - Product details

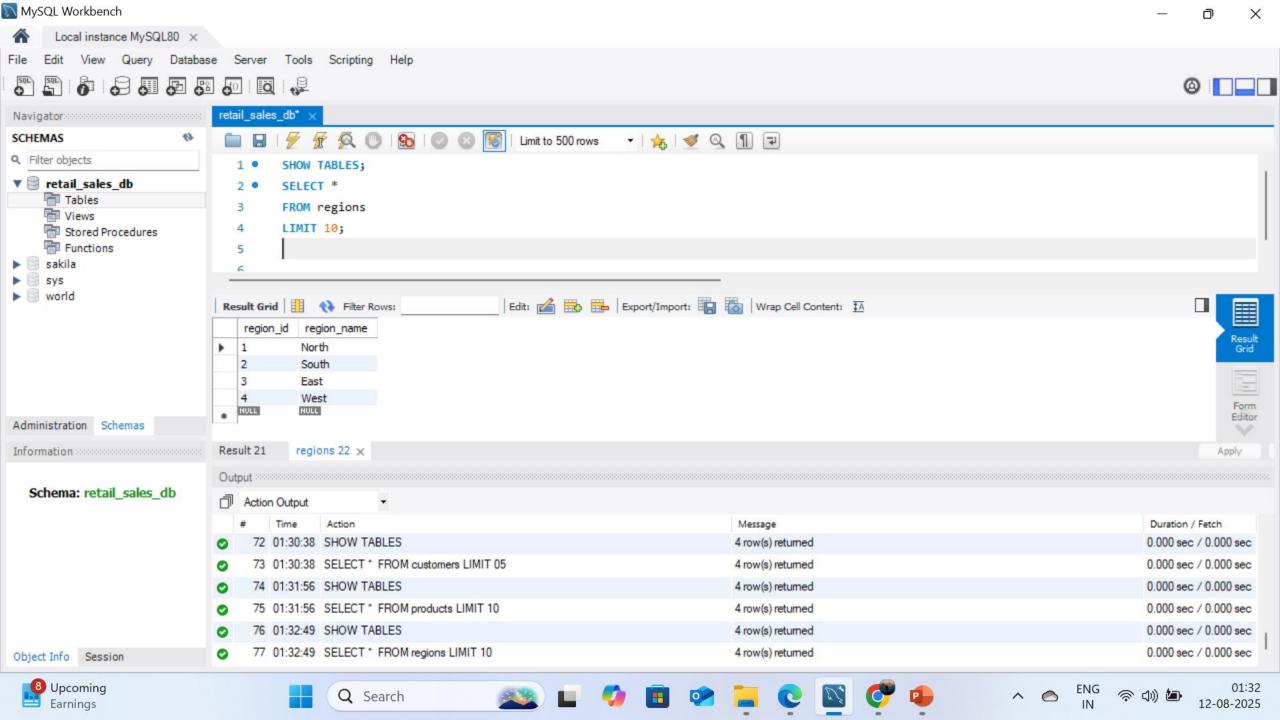
3.regions - Region mapping

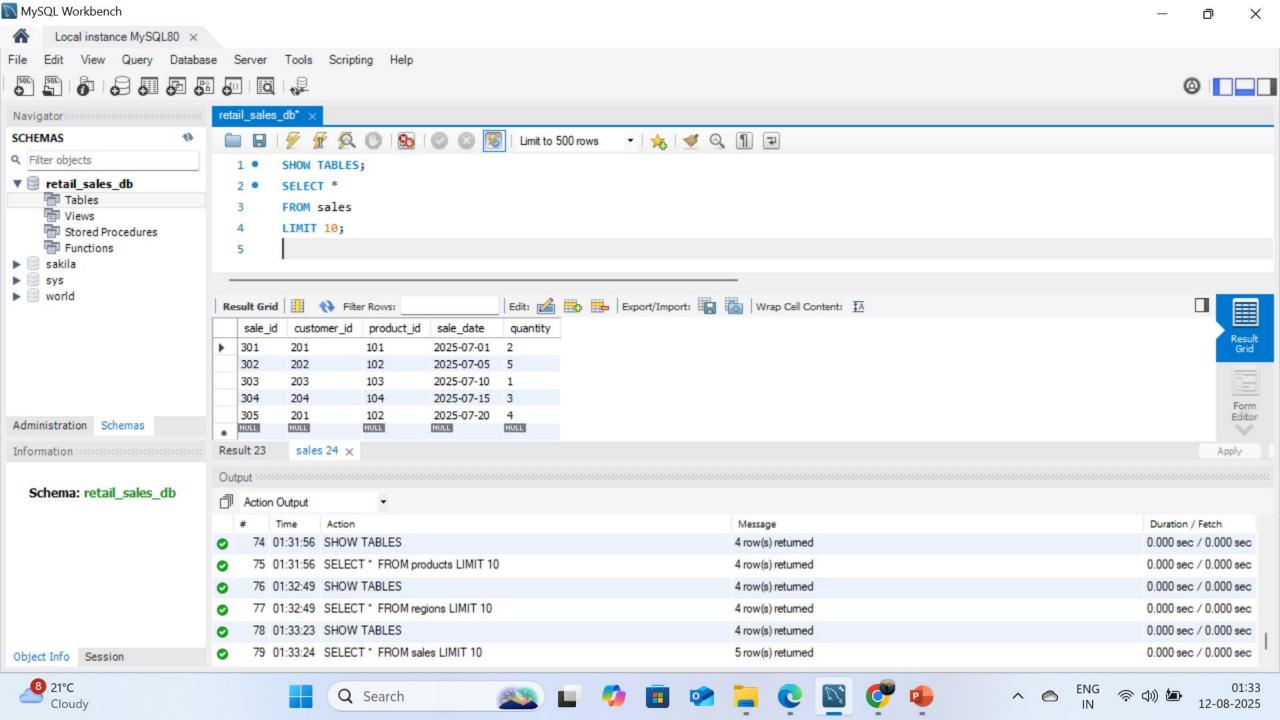
4.sales - Sales transactions





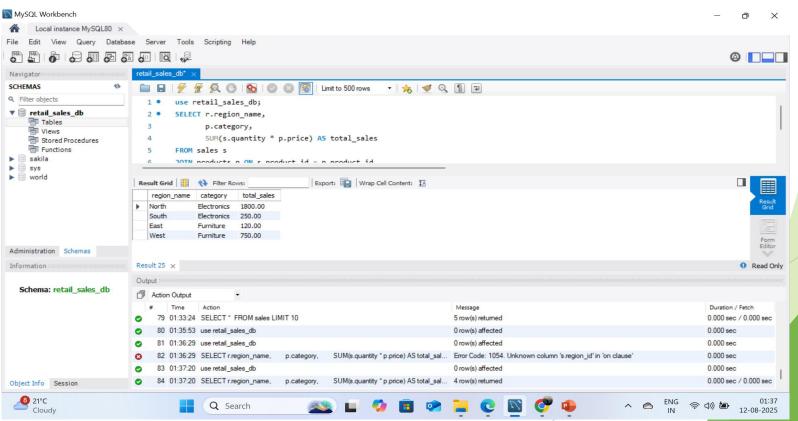






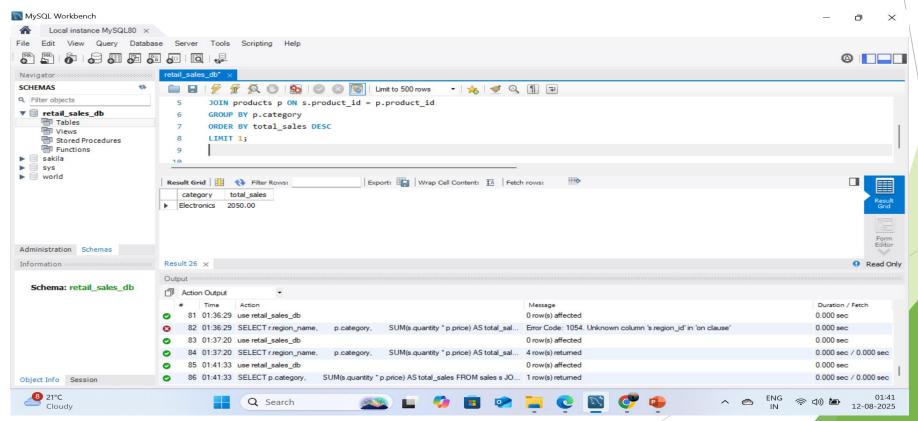
Query 1: Sales by Region & Category

```
p.category,
SUM(s.quantity * p.price) AS total_sales
FROM sales s
JOIN products p ON s.product_id = p.product_id
JOIN customers c ON s.customer_id = c.customer_id
JOIN regions r ON c.region_id = r.region_id
GROUP BY r.region_name, p.category;
```



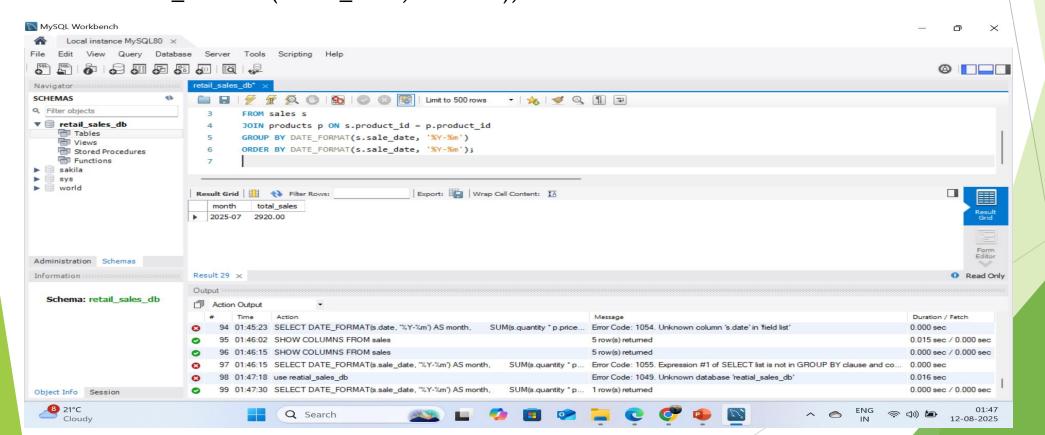
Query 2: Top Category Overall

SELECT p.category,
SUM(s.quantity * p.price) AS total_sales
FROM sales s
JOIN products p ON s.product_id = p.product_id
GROUP BY p.category
ORDER BY total_sales DESC
LIMIT 1;



Query 3: Monthly Sales Trends

SELECT DATE_FORMAT(s.sale_date, '%Y-%m') AS month,
 SUM(s.quantity * p.price) AS total_sales
FROM sales s
JOIN products p ON s.product_id = p.product_id
GROUP BY DATE_FORMAT(s.sale_date, '%Y-%m')
ORDER BY DATE_FORMAT(s.sale_date, '%Y-%m');



Key Insights

- •Top Region: North (INR 1800 revenue in Electronics)
- •Best Category: Electronics dominates overall sales share.
- •Monthly Trend: Sales peak during July & November → Seasonal promotions.

Conclusion

- •SQL helped uncover sales performance patterns.
- •Insights can guide inventory planning, promotions, and regional targeting.
- •Future scope: Predictive sales modeling & automated dashboards.

Thank You