Ecommerce Sales Analytics Report

Tools Used: SQL, Excel & Tableau
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[**GitHub Repository**](#)

Introduction

This project analyzes an e-commerce dataset of 200+ transactions using SQL, Excel, and Tableau.The goal was to identify top products, categories, customer trends, regional performance, and generate business insights for decision-making.

Methodology

1. Imported dataset into MySQL using insert script.
2. Ran SQL queries to calculate KPIs and discover insights.
3. Built Excel pivot tables and charts for exploratory analysis.
4. Designed Tableau dashboard for interactive data storytelling.

Findings & Insights

Orders & Customers	200 orders placed by 46 unique customers.
Top Products	Cameras and Printers generated ~40% of revenue.
Revenue by Category	Electronics dominated, followed by Furniture and Clothing.
Monthly Trends	Sales peaked in April and June.
Regional Performance	South & North regions generated the most revenue.
Average Order Value	Approx. 1101 per order.
High-Value Customers	15 customers spent > 1,000 (loyalty program potential).
Revenue Snapshot	Total ~220,000	Min 150	Max 3,500	Avg ~1,101

Conclusion

This project demonstrates end-to-end analytics: from raw dataset to SQL analysis, insight generation, and visualization in Excel/Tableau. The findings can guide strategies in customer retention, product focus, and regional marketing