

# SALES DATA ANALYSIS

---

This document provides an overview of key insights derived from the sales dataset using SQL analysis. The analysis focuses on order trends, customer behavior, and other sales performance metrics.

## key Metrics

---

- On average, a customer makes approximately 9 purchases.
- Most customers prefer using debit cards and cash as their payment methods.
- The total sales transaction amount is 10,202,662,969, with an average transaction value of 20,405
- The products sold include laptops, notebooks, t-shirts, apples, and sofas.
- The most popular products among frequent customers are laptops, sofas, and t-shirts.
- Most customers fall within the age groups of 35-54 and 55-75, while the 18-24 age group has the lowest number of customers.
- The highest quantity sold is for apples (2,296,713), followed by unknown items (5,022,999), notebooks (498,649), t-shirts (270,545), laptops (89,809), and sofas (89,740).
- Every month, apples are the top-selling product, followed by notebooks and unknown items as the second or third most sold products.