SQL Project Report: Sales Management System

1. Introduction

This project demonstrates how SQL can be used to design a Sales Management System with three core tables: Products, Customers, and Sales. The goal is to analyze sales data and generate meaningful business insights.
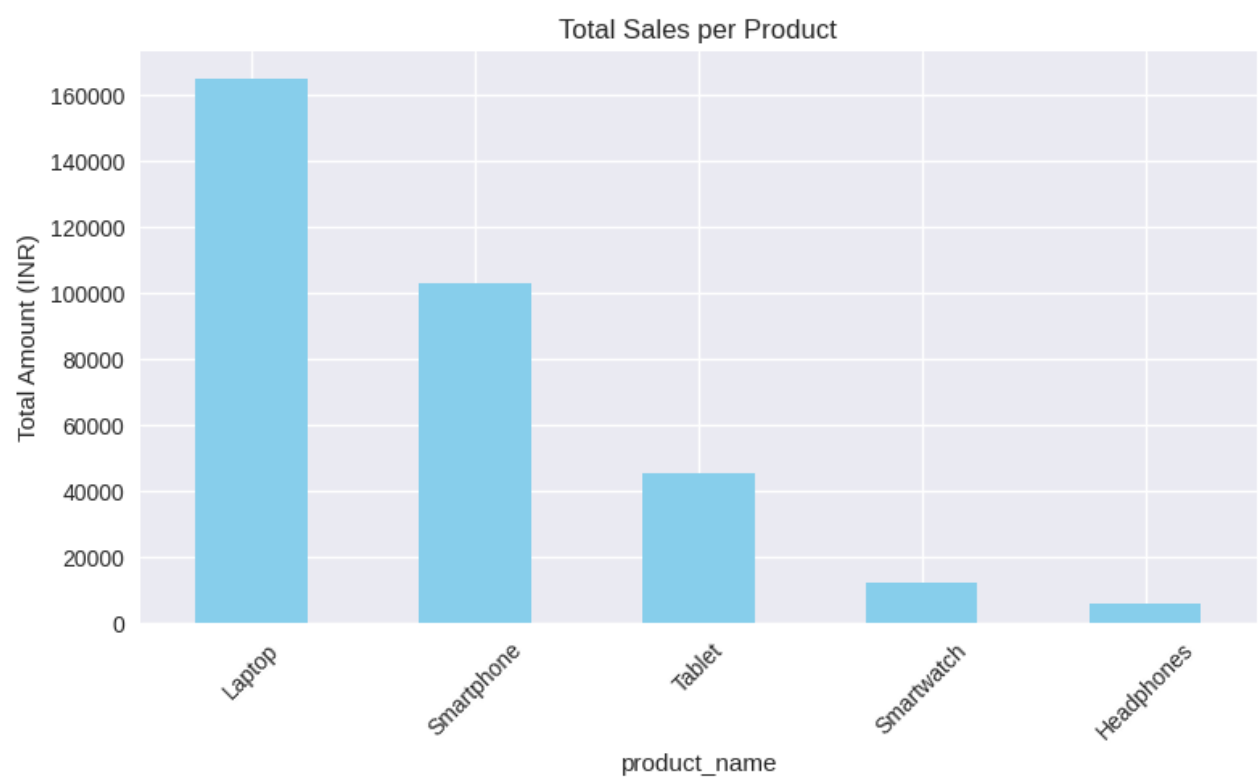
2. Database Schema

- Products: Stores product details.

- Customers: Stores customer information.

- Sales: Records transactions with product, customer, quantity, and total amount.

3. Analytical Queries

- Total Sales per Product

- Top Customers by Spending

- Monthly Sales Report
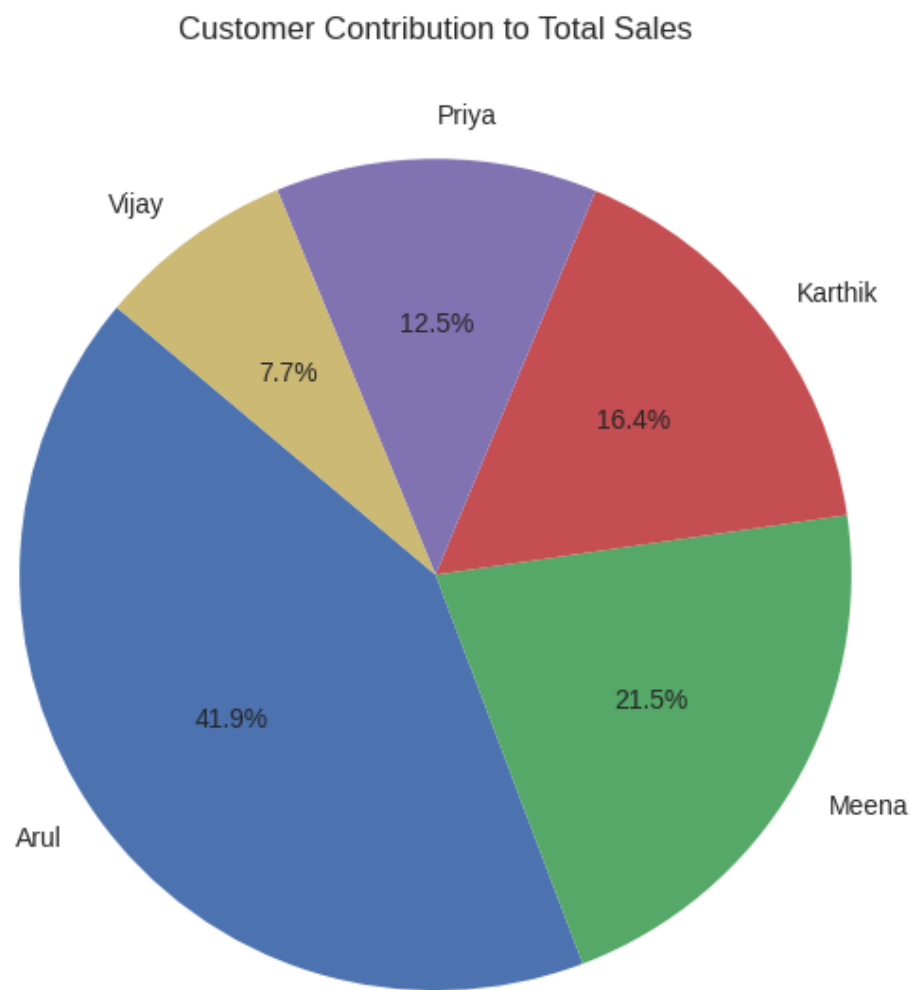
- Most Popular Product by Quantity Sold

4. Visual Insights

The following charts provide visual insights into the sales data:
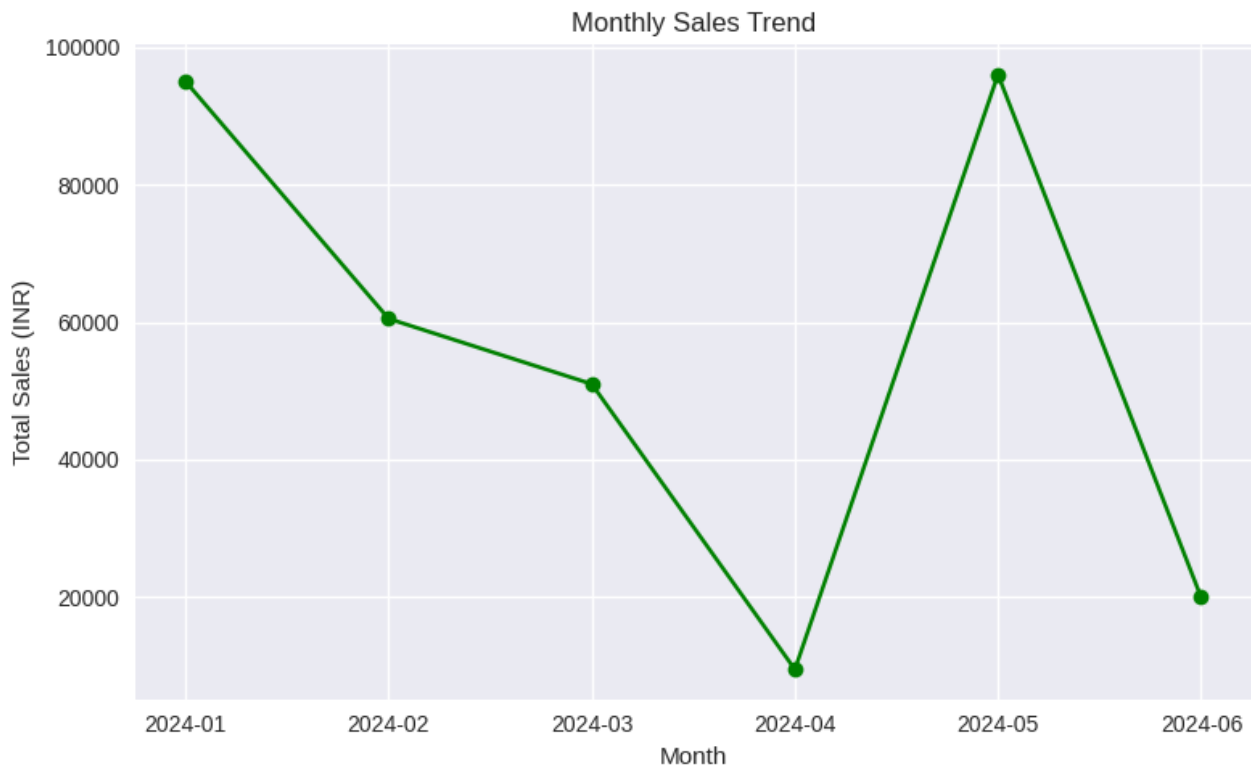

Bar Chart: Laptops lead with INR 165,000 in revenue, followed by Smartphones with INR 103,000.

Tablets, Smartwatches, and Headphones contribute smaller shares.

Customer Contribution to Total Sales

Pie Chart: Arul is the top customer (~36% of total sales), followed by Karthik and Meena (~20% each). Priya and Vijay contribute ~13% and ~11% respectively.

Monthly Sales Trend

Line Chart: January and May show peak sales. February and April dip, while June recovers moderately.

5. Business Insights

- Focus marketing on high-performing products like Laptops and Smartphones.

- Reward top customers like Arul with loyalty programs.

- Prepare for demand spikes in January and May.

6. Conclusion

This project demonstrates how SQL can be used not only for data storage and retrieval, but also for business intelligence when combined with visualization tools. Future scope includes integrating this system with Power BI or Tableau for interactive dashboards.