**Introduction**

The objective of this analysis is to explore sales and customer data from a scale model car company. By leveraging SQL, we aim to identify top-selling products, understand customer behaviour, and provide actionable insights to optimize marketing and inventory strategies.

**Data Overview**

Data Set: The dataset consists of over 1 million sales transactions.

Key Columns:

Salesperson: Salesperson involved in the transaction.

Customer Name: Name of the customer.

Car Make/Model/Year: Details of the purchased car.

Sale Price: Price at which the car was sold.

Commission Rate/Earned: Salesperson's commission details.

**Key Findings**

Top-Selling Car Models:

Silverado is the top-selling car model, with over 15 billion in sales.

Other notable models include Corolla, Civic, F-150, and Altima.

Customer Segmentation by Lifetime Value (CLV):

High-Value Customers: 5% of the customers contribute ~30% of total sales.

Medium-Value Customers: The largest segment with good upsell potential.

Low-Value Customers: These customers make fewer purchases and have lower CLV.

**Business Insights & Recommendations**

Inventory Strategy:

Prioritize stock for Silverado, Corolla, and Civic models, as they contribute to the largest revenue.

Marketing Strategy:

High-Value Customers should receive personalized offers to retain and increase their lifetime value.

Medium-Value Customers should be targeted with promotions to boost their purchase frequency.

Customer Acquisition:

Invest in acquiring more High-Value customers by focusing on targeted marketing campaigns and personalized experiences.

**Conclusion**

This analysis highlights the importance of focusing on high-value customers and top-selling car models. The actionable insights provided in this report are designed to enhance sales, optimize inventory, and improve marketing spend efficiency.