TITLE

Online Sales Analysis for Raghav Store.

Subtitle: Using SQL to Track and Analyze Sales Data

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PROJECT OBJECTIVE

To create a database and use SQL to track and analyze online sales across India for Madhav Store focusing on performance, profitability and geographic distribution.

QUESTIONS

- 1.What is the total profit for each category?

 2.How many orders are there for each payment mode?

 3.Which category has the highest sales amount?

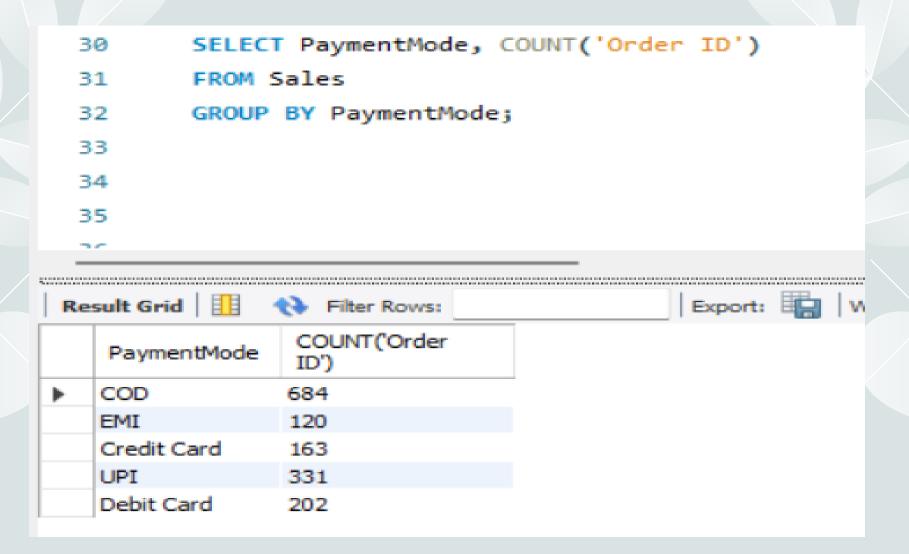
 4.Which category has the maximum amount of profit?

 5.What is the average profit per order?
- 6. Which are top three cities with the highest Sales?
- 7.Most popular category Based on Quantity Sold?

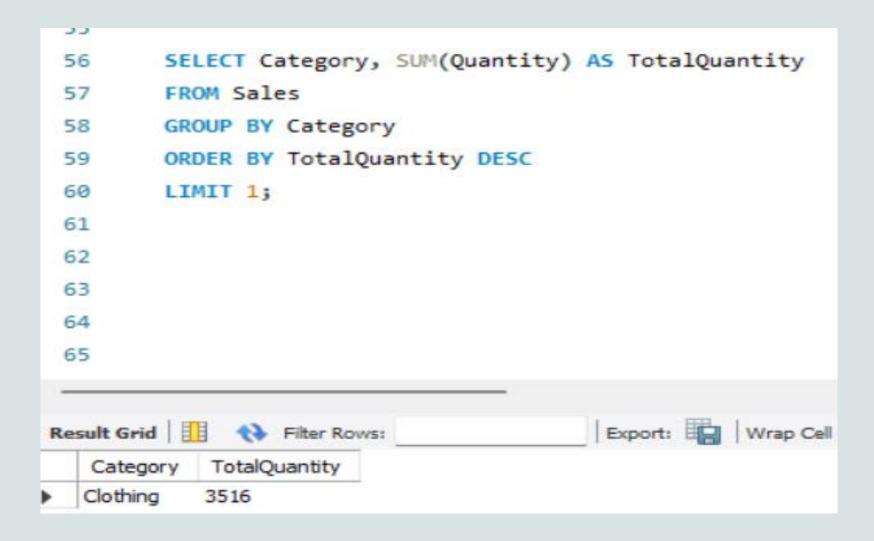
 What is the total profit for each category?

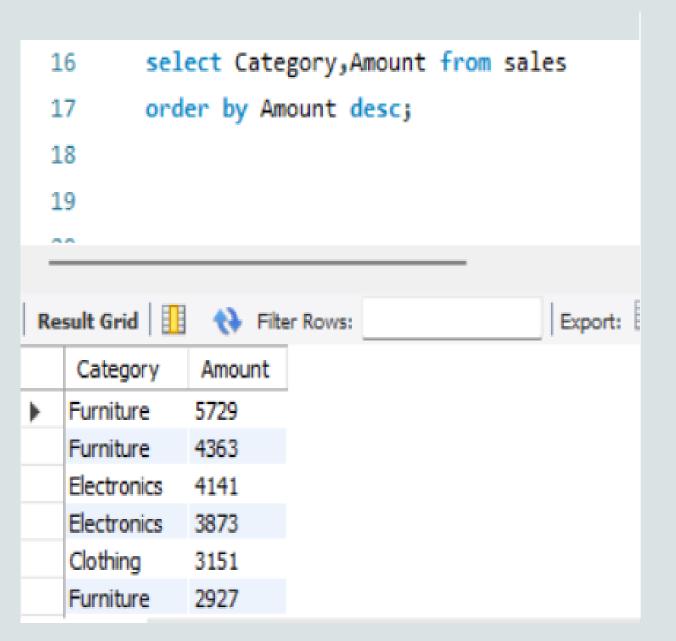
```
SELECT Category, SUM(Profit) AS TotalProfit
 24
        FROM Sales
 25
        GROUP BY Category;
 26
 27
 28
 29
 30
Export: Wrap Cell Content: IA
            TotalProfit
   Category
  Electronics
            13162
  Furniture
            10476
  Clothing
            13325
```

How many orders are there for each payment mode?

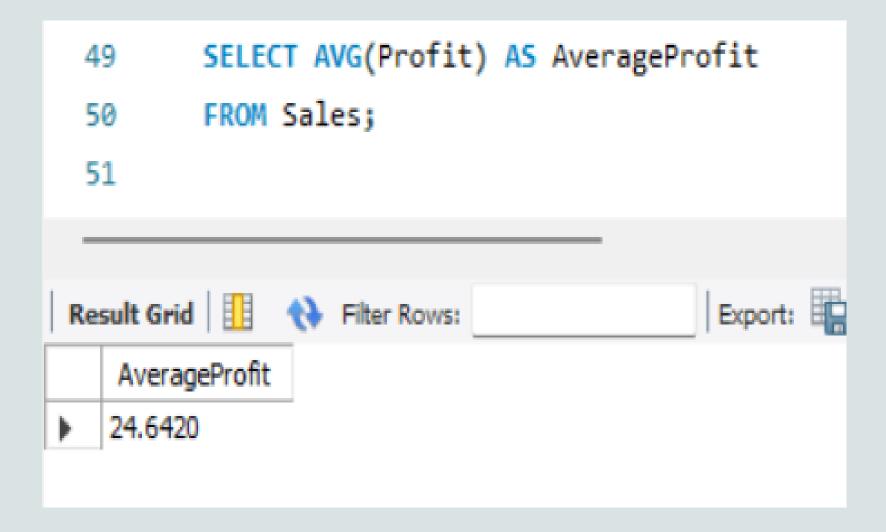


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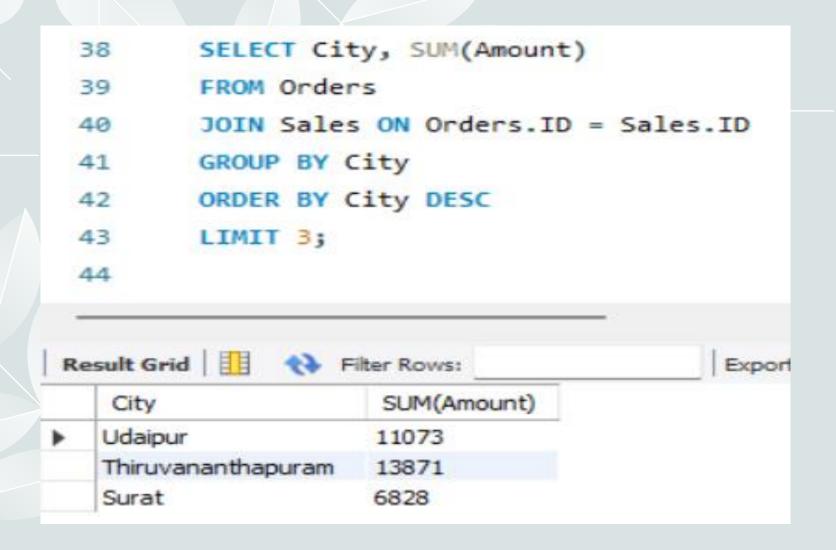




 Which category has the maximum amount of profit? What is the average profit per order?



Which are top three cities with the highest Sales?



Most popular category
 Based on Quantity
 Sold?

```
SELECT Category, SUM(Quantity) AS TotalQuantity
 56
 57
         FROM Sales
 58
         GROUP BY Category
         ORDER BY TotalQuantity DESC
 59
 60
         LIMIT 1;
 61
62
 63
 64
 65
Result Grid
              Filter Rows:
                                            Export: E
            TotalQuantity
   Category
  Clothing
            3516
```

INSIGHTS DERIVED

Sales Performance: Identify top-selling products and high-performing regions.

Geographic Distribution: Understand sales distribution across different regions.

Customer Behavior: Analyze purchasing patterns and customer segmentation.

CONCLUSION

Summary: SQL helps in effectively tracking and analyzing sales data.

Next Steps: Implement dashboard in Power BI for real-time insights.