

Business Problem Statement

A leading retail company wants to better understand its customers' shopping behavior in order to improve sales, customer satisfaction, and long-term loyalty. The management team has noticed changes in purchasing patterns across demographics, product categories, and sales channels (online vs. offline). They are particularly interested in uncovering which factors, such as discounts, reviews, seasons, or payment preferences, drive consumer decisions and repeat purchases.

You are tasked with analyzing the company's consumer behavior dataset to answer the following overarching business question:

"How can the company leverage consumer shopping data to identify trends, improve customer engagement, and optimize marketing and product strategies?"

Project Deliverables

1. **Data Understanding & Exploration (SQL):**
Perform initial exploration of the dataset using SQL to understand the structure, key fields, and overall data quality.
2. **Data Analysis (SQL):**
Write structured SQL queries to analyze customer behavior, revenue trends, loyalty patterns, discount usage, product performance, and subscription impact.
3. **Business Insights & Interpretation:**
Interpret the SQL query outputs to extract meaningful business insights that support decision-making.
4. **Project Documentation & Reporting:**
Document all SQL queries, insights, and findings in a well-structured report for easy understanding.
5. **GitHub Repository:**
Upload all SQL scripts and project documentation into a well-organized GitHub repository as part of a professional data analytics portfolio.