PROJECT REPORT

Title of the Project:

Retail Store Sales & Customer Analysis using SQL

✓ **Submitted By:**

Sneha Kumari

➢ **Course:**

B.Com (Hons)

➢ **Skills:**

Data Analytics

✓ **Submission Date:**

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1. Problem Statement

The objective of this project is to analyze retail store sales data to understand customer purchasing behavior, identify top-performing products and categories, analyze sales trends, and generate meaningful business insights using SQL.

2. Dataset Description

The dataset contains 10,000+ rows of retail sales transactions. Each row represents a single customer order with details about the product, sales amount, quantity, discount, profit, and geographical information.

Columns included:

- order_id

- order_date

- ship_date

- customer_name

- city

- region

- category

- product

- sales

- quantity

- discount

- profit

- Tools Used: MySQL, MS Excel

3. SQL Work Performed

- Performed 30+ business SQL queries for data analysis.

- Calculated total revenue and total profit.

- Identified top-selling products and most profitable categories.

- Analyzed customer purchasing behavior and repeat customers.

- Performed city-wise and region-wise sales analysis.

- Calculated running total sales using window functions.

- Applied CASE statements to classify sales into Low, Medium, and High.

- Used ranking functions to find top products in each category.

4. Business Insights

- Electronics category generated the highest overall sales.

- A small number of products contributed to a large share of total revenue.

- Metro cities contributed maximum sales compared to smaller cities.

- Sales showed an increasing trend over time.

- High-value customers contributed significantly to total revenue.

- Higher discounts negatively impacted overall profit margins.

5. Conclusion

This project helped in understanding real-world retail sales data using SQL. It improved skills in writing business-oriented SQL queries and extracting actionable insights to support business decision-making.