SQL SUPERSTORE ANALYTICS PROJECT – PORTFOLIO CASE STUDY

EXECUTIVE SUMMARY

This project analyzes the Sample Superstore dataset (9,994 rows), recreating the earlier Excel analytics project using SQL. The goal is to demonstrate SQL querying, data cleaning, business analysis, and storytelling. Insights generated cover sales, profit, shipping analysis, customer segmentation, product performance, and regional trends.

PROJECT OBJECTIVES

• Import Kaggle Superstore dataset into MySQL Workbench.

• Clean dataset (UTF■8, remove non■ASCII, fix delimiters).

• Run 20+ SQL analytical queries.

• Generate insights for a portfolio presentation.

• Produce a structured PDF and LinkedIn-ready case study summary.

KEY SQL SKILLS USED

• Data cleaning with ALTER, UPDATE, REPLACE

• Window functions: ROW_NUMBER(), RANK(), DENSE_RANK()

• Aggregations: SUM(), AVG(), COUNT(), STDDEV()

• Date transformations: YEAR(), MONTH(), STR_TO_DATE()

• Joins, CTEs, subqueries

• Correlation-style comparisons & category analysis

RESULT HIGHLIGHTS

• Technology leads sales but Office Supplies is most profitable.

• West region generates highest revenue, South underperforms.

• Standard Class shipping is dominant but slowest.

• Chairs, Phones, and Storage often sell together (market basket).

• High-discount items show negative profit correlation.

• Corporate customers generate the highest lifetime value.

• Holiday months (Nov–Dec) create seasonal sales uplift.

This project demonstrates strong SQL capability and business intelligence storytelling suitable for analytics roles.