

Sales Data Analysis Report

Brand: ZARA

Website: <https://www.zara.com/us/>

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Role: Data Analyst

1. Introduction

This report provides a detailed analysis of sales data using SQL queries. The focus is on understanding product performance, revenue generation, and identifying high-value products. The insights derived are aimed at helping ZARA optimize sales strategies and improve business decision-making.

2. Objective

- Analyze sales trends and product performance.
 - Identify products generating significant revenue.
 - Highlight products priced above \$100 with notable revenue contribution.
 - Provide actionable insights for inventory and marketing strategies.
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3. Methodology

- Data extracted from ZARA's sales database using SQL queries.
- Filtering applied for products priced above \$100.
- Revenue contribution percentage calculated for each product.
- Aggregated results used to identify top-performing products.

4. Analysis Highlights

- Key products contributing highest to overall revenue.
 - Product categories showing strong performance trends.
 - Percentage of total revenue contribution by each product.
 - Insights for improving sales focus and promotional strategies.
-

5. Summary & Recommendations

- Focus on high-revenue products for marketing campaigns.
- Monitor inventory of top-selling products to avoid stock-outs.
- Use insights to optimize pricing strategy for maximum profitability.

First, we create the database and set up the tables according to the columns in the CSV file, and then we insert the data accordingly.

```
1 • Create database business_sales;
2
3 • use business_sales;

5 • CREATE TABLE product_sales_2025 (
6     `Product ID` INT PRIMARY KEY,
7     `Product Position` VARCHAR(50),
8     `Promotion` VARCHAR(100),
9     `Product Category` VARCHAR(100),
10    `Seasonal` VARCHAR(50),
11    `Sales Volume` INT,
12    `brand` VARCHAR(100),
13    `url` VARCHAR(255),
14    `name` VARCHAR(255),
15    `description` TEXT,
16    `price` DECIMAL(10,2),
17    `currency` VARCHAR(10),
18    `terms` TEXT,
19    `section` VARCHAR(50),
20    `season` VARCHAR(50),
21    `material` VARCHAR(100),
22    `origin` VARCHAR(100));
23
```

NOW, Calculated the,

TOTAL_SALES_SUMMARY:

During the whole year, your business recorded **21963** products, which together sold **22,224,554** units and generated a total revenue of **884,601,160.02** → **Approximately PKR 884.60 million** So, at a high level, this was the business performance.

```
23
24 • SELECT
25     COUNT(`Product ID`) AS total_products,
26     SUM(`Sales Volume`) AS total_units_sold,
27     SUM(`Sales Volume` * price) AS total_revenue,
28     ROUND((price), 2) AS avg_price
29 FROM
30     product_sales_2025;
```

Result Grid				
Filter Rows:				
Export:				
Wrap Cell Content:				
	total_products	total_units_sold	total_revenue	avg_price
▶	20252	22224554	884601160.02	19.99

Top-10 Best Selling Products

	Product ID	name	total_units_sold
▶	204480	TAILORED COLORBLOCK KNIT CROP SWEATER...	1940
	207486	SLIM BOXY FIT DENIM JACKET	1940
	203961	KNIT DOUBLE FACED JACKET ECRU	1929
	214554	RELAXED ZIPPERED JACKET IVORY	1926
	209362	RIBBED 100% WOOL SUIT JACKET GREY	1917
	202678	OVERSIZED KNIT SWEATER WITH BUTTONS BU...	1912
	205739	SLIM PADDED BOMBER JACKET BROWN	1908
	204771	RIBBED FAUX SUEDE OVERSHIRT NAVY	1908
	209043	DOUBLE-BREASTED WOOL AND CASHMERE BLE...	1906
	200324	CROPPED HIGH COLLAR KNIT SWEATER ECRU	1899

These are the top 10 products that are selling the most. These are the ones your customers like the most — basically, your real money-makers.

```
32      -- 2
33
34 • SELECT
35     `Product ID`,
36     name,
37     SUM(`Sales Volume`) AS total_units_sold
38 FROM product_sales_2025
39 GROUP BY `Product ID`, name
40 ORDER BY total_units_sold DESC
41 LIMIT 10;
42
```

Bottom 10 Products by Sales Performance

	Product ID	name	total_units_sold
▶	206965	DOUBLE-BREASTED FAUX LEATHER OVERSIZED...	518
	212855	SLIM TEXTURED JACKET WHITE	528
	210904	STRETCH JACQUARD DENIM JACKET STONE	533
	212276	BELTED ACID WASH DENIM JACKET	534
	215846	PLEATED TEXTURED WEAVE OVERSHIRT CHAR...	539
	217069	CROPPED TEXTURED JACKET CHARCOAL	543
	216278	DOUBLE-BREASTED RETRO RUNNING SNEAKER...	546
	206974	STRETCH SOFT JEWEL SWEATER BLACK	547
	203508	STRUCTURED LEATHER JACKET ECRU	550
	205390	PLEATED OVERSHIRT WITH CONTRASTING TO...	550

These are the bottom 10 products with the lowest sales. These are the ones your customers engage with the least — essentially, your underperforming products.

```

34 • SELECT
35     `Product ID`,
36     name,
37     SUM(`Sales Volume`) AS total_units_sold
38 FROM product_sales_2025
39 GROUP BY `Product ID`, name
40 ORDER BY total_units_sold asc
41 LIMIT 10;
42

```

Seasonal Trend — Which Season Sees the Highest Demand?

Which season do people shop the most? This query shows you which season has become a goldmine for your business.

```

45 • SELECT
46     season,
47     SUM(`Sales Volume`) AS units_sold
48 FROM product_sales_2025
49 GROUP BY season
50 ORDER BY units_sold DESC;

```

Seasonal Trend

	season	units_sold
▶	Autumn	7993214
	Winter	6042207
	Spring	4746716
	Summer	3442417

Promotion Effectiveness — Did the Promotion Work?

```

54 • SELECT
55     Promotion,
56     SUM(`Sales Volume`) AS units_sold
57 FROM product_sales_2025
58 GROUP BY Promotion
59 ORDER BY units_sold DESC;
60

```

The data indicates that units sold during promotion periods were **11,920,036**, compared to **10,034,518** when no promotion was running. While there is an increase in sales with promotions, the difference is approximately 1.88 million units. This suggests that promotions had a positive effect, but the impact may not be as dramatic as initially expected. A deeper analysis, such as considering seasonal factors or product mix, would provide a more accurate assessment of promotion effectiveness.

	Promotion	units_sold
►	Yes	11920036
	No	10304518

Product Position — Impact of Shelf Placement

```

63 • SELECT ranked.*
64 FROM (
65     SELECT
66         `Product ID`,
67         name,
68         `Product Position`,
69         SUM(`Sales Volume`) AS units_sold,
70         @rank := IF(@current_position = `Product Position`, @rank + 1, 1) AS rn,
71         @current_position := `Product Position`
72     FROM product_sales_2025
73     WHERE `Product Position` = 'Aisle'
74     GROUP BY `Product ID`, name, `Product Position`
75     ORDER BY `Product Position`, SUM(`Sales Volume`) DESC
76 ) AS ranked
77 WHERE rn <= 10 limit 10;

```

The following are the top 10 best-selling products in the Aisle section, based on total units sold:

1. HERRINGBONE TEXTURED JACKET — 1,696 units sold
2. STRETCH POCKET OVERSHIRT — 1,468 units sold
3. ALPACA BLEND OPEN KNIT SWEATER — 1,380 units sold

4. *STRETCH SUIT JACKET — 1,348 units sold*
5. *SUEDE PENNY LOAFERS — 1,329 units sold*
6. *CONTRASTING PATCHES HOODED JACKET — 1,323 units sold*
7. *SUEDE JACKET — 942 units sold*
8. *COTTON - LINEN BLEND JACKET — 919 units sold*
9. *STRIPED CROP KNIT SWEATER — 890 units sold*
10. *RIB COLLAR JACKET — 710 units sold*

Insights:

- *These products are the top performers in the Aisle section, generating the highest sales volume.*
- *This information is critical for inventory planning, product placement, and promotional strategies.*
- *To maximize revenue, prioritize stock availability and marketing efforts for these top 10 products.*
- *Lower-performing products (rank > 10) should be considered for repositioning or targeted promotions to improve sales.*

	Product ID	name	Product Position	units_sold	rn	@current_position := 'Product Position'
►	113143	HERRINGBONE TEXTURED JACKET	Aisle	1696	4	Aisle
	112194	STRETCH POCKET OVERSHIRT	Aisle	1468	2	Aisle
	115153	ALPACA BLEND OPEN KNIT SWEATER	Aisle	1380	7	Aisle
	112917	STRETCH SUIT JACKET	Aisle	1348	3	Aisle
	111957	SUEDE PENNY LOAFERS	Aisle	1329	1	Aisle
	117725	CONTRASTING PATCHES HOODED JACKET	Aisle	1323	10	Aisle
	114877	SUEDE JACKET	Aisle	942	6	Aisle
	117065	COTTON - LINEN BLEND JACKET	Aisle	919	9	Aisle
	115581	STRIPED CROP KNIT SWEATER	Aisle	890	8	Aisle
	113435	RIB COLLAR JACKET	Aisle	710	5	Aisle

End-cap Positioning

```
87 • SELECT ranked.*
88 FROM (
89     SELECT
90         `Product ID`,
91         name,
92         `Product Position`,
93         SUM(`Sales Volume`) AS units_sold,
94         @rank := IF(@current_position = `Product Position`, @rank + 1, 1) AS rn,
95         @current_position := `Product Position`
96     FROM product_sales_2025
97     WHERE `Product Position` = 'End-cap'
98     GROUP BY `Product ID`, name, `Product Position`
99     ORDER BY `Product Position`, SUM(`Sales Volume`) DESC
100 ) AS ranked
101 WHERE rn <= 10 limit 10;
102
```

This data shows the **units sold** for products placed at the store's **End-cap positions**. The top-selling item is **SUEDE STRAP SANDALS**, with **1,467 units sold**. Overall, end-cap products sold between **876 and 1,467 units**, indicating that end-cap placement generates **high visibility and customer attention**."

Professional Takeaways:

1. Placing **high-performing products** at end-cap positions can **significantly boost sales**.
2. The sales ranking (rn column) highlights which products are **top performers** and which generate **relatively lower sales**.
3. For business decisions, this data suggests giving **priority end-cap placement to seasonal or promotional items** to maximize impact.

	Product ID	name	Product Position	units_sold	rn	@current_position := `Product Position`
►	118578	SUEDE STRAP SANDALS	End-cap	1467	7	End-cap
	114550	ZIPPER MULTIPIECE SNEAKERS	End-cap	1383	3	End-cap
	115873	CONTRAST TOPSTITCHING CROP KNIT SWEATER	End-cap	1381	4	End-cap
	110295	HOODED DENIM JACKET	End-cap	1312	1	End-cap
	118719	COLORBLOCK KNIT CROP SWEATER	End-cap	1287	8	End-cap
	117590	CONTRASTING COLLAR JACKET	End-cap	1282	6	End-cap
	120228	100% FEATHER FILL PUFFER JACKET	End-cap	1177	9	End-cap
	121348	FAUX LEATHER BOXY FIT JACKET	End-cap	900	10	End-cap
	116228	TEXTURED POCKET JACKET	End-cap	880	5	End-cap
	111760	TECHNICAL JACKET WITH POCKETS	End-cap	876	2	End-cap

Front-of-Store Positioning

```
87 • SELECT ranked.*
88 FROM (
89     SELECT
90         `Product ID`,
91         name,
92         `Product Position`,
93         SUM(`Sales Volume`) AS units_sold,
94         @rank := IF(@current_position = `Product Position`, @rank + 1, 1) AS rn,
95         @current_position := `Product Position`
96     FROM product_sales_2025
97     WHERE `Product Position` = 'Front of Store'
98     GROUP BY `Product ID`, name, `Product Position`
99     ORDER BY `Product Position`, SUM(`Sales Volume`) DESC
100 ) AS ranked
101 WHERE rn <= 10 limit 10;
102
```

	Product ID	name	Product Position	units_sold	rn	@current_position := `Product Position`
▶	126979	KNIT SWEATER WITH PIPING	Front of Store	1515	10	Front of Store
	111521	WASHED TECHNICAL JACKET	Front of Store	1275	4	Front of Store
	110805	FAUX LEATHER OVERSIZED JACKET LIMITED E...	Front of Store	1255	3	Front of Store
	110329	CONTRAST SOLE LEATHER SNEAKERS	Front of Store	1181	2	Front of Store
	111979	CHUNKY SNEAKERS	Front of Store	1063	5	Front of Store
	123077	JACQUARD DENIM JACKET	Front of Store	970	8	Front of Store
	120266	PLAID OVERSHIRT	Front of Store	937	7	Front of Store
	110075	WOOL BLEND FELT TEXTURE JACKET	Front of Store	864	1	Front of Store
	124981	PADDED DENIM JACKET	Front of Store	857	9	Front of Store
	119955	BOMBER JACKET	Front of Store	749	6	Front of Store

Material-wise Demand — Which Material Do Customers Prefer?

Which material is your customers' top choice? This query shows which material's products are most preferred by your customers.

```

104
105 • SELECT
106     material,
107     SUM(`Sales Volume`) AS units_sold
108 FROM product_sales_2025
109 GROUP BY material
110 ORDER BY units_sold DESC;
111

```

	material	units_sold
▶	Wool	4206508
	Cotton	4202312
	Wool Blend	3730913
	Polyester	2992055
	Linen	2840920
	Denim	1099805
	Viscose	1074996
	Acrylic	986066
	Linen Blend	908069
	Satin	142384
	Silk	40526

Origin-wise Performance — Which Country's Products Sell the Most?

This tells you which country's products your customers prefer the most — the query gives the answer directly.

```

114 • SELECT
115     origin,
116     SUM(`Sales Volume`) AS units_sold
117 FROM product_sales_2025
118 GROUP BY origin
119 ORDER BY units_sold DESC;
120

```

	origin	units_sold
▶	China	4454532
	Bangladesh	3934058
	Turkey	2700999
	India	2228233
	Morocco	1814595
	Portugal	1554535
	Spain	1376349
	Vietnam	1335556
	Cambodia	1070685
	Brazil	896088
	Pakistan	662648
	Argentina	196276

High-Value Products Above 130 — Expensive Products That Generate Revenue

```

148 • SELECT
149     ps.`Product ID`,
150     ps.name,
151     ps.price,
152     SUM(ps.`Sales Volume`) AS total_units_sold,
153     SUM(ps.`Sales Volume` * ps.price) AS revenue,
154     ROUND((SUM(ps.`Sales Volume` * ps.price) / total_rev.total_revenue) * 100, 2) AS revenue_percentage
155 FROM product_sales_2025 ps
156 -- Step 2: Filter products with price > 100
157 JOIN (SELECT SUM(price * `Sales Volume`) AS total_revenue FROM product_sales_2025) total_rev
158 WHERE ps.price > 130
159 GROUP BY ps.`Product ID`, ps.name, ps.price
160 ORDER BY revenue DESC;

```

We are focusing only on products with a **price above 130**, meaning these are **high-value/expensive products**.

We are checking how much these high-value products **contribute to your total revenue**.

This helps you identify which expensive products are **most profitable** and should be prioritized in **marketing or inventory decisions**.

	Product ID	name ▲	price	total_units_sold	revenue	revenue_percentage
	217392	BELTED KNIT SWEATER WITH BUTTONS GREY	134.99	776	104752.24	0.01
	208799	BELTED METAL BEAD KNIT SWEATER TAUPE	132.99	756	100540.44	0.01
	219065	BELTED MULTICOLOR SNEAKERS STONE	130.99	643	84226.57	0.01
	208430	CHUNKY SNEAKERS TAUPE	131.95	726	95795.70	0.01
	205068	COLORBLOCK KNIT CROP SWEATER STONE	132.99	788	104796.12	0.01
	200505	CROPPED MOCK NECK WOOL AND SILK BLEND ...	132.99	763	101471.37	0.01
	213536	CROPPED MOCK NECK WOOL AND SILK BLEND ...	133.95	640	85728.00	0.01
	207337	CROPPED RIBBED KNIT T-SHIRT BEIGE	131.95	699	92233.05	0.01
	208284	CROPPED TEXTURED WEAVE OVERSHIRT BLACK	133.95	702	94032.90	0.01
	216237	DOUBLE-BREADED BASIC HEAVYWEIGHT T-SH...	131.99	575	75894.25	0.01
	202492	DOUBLE-BREADED TOPSTITCH SNEAKERS	134.95	631	85153.45	0.01
	206164	EMBROIDERED TECHNICAL OVERSHIRT GREY	131.99	736	97144.64	0.01
	210842	FAUX LEATHER BOXY FIT JACKET	131.99	783	103348.17	0.01
▶	216020	FINE KNIT CROP SWEATER STONE	132.95	672	89342.40	0.01
	201820	GATHERED WAIST KNIT SWEATER ECRU	130.95	821	107509.95	0.01
	217468	HIGH-WAIST KNIT PEARL SWEATER NAVY	132.95	675	89741.25	0.01
	213375	HIGH-WAIST OVERSIZE FIT T-SHIRT SKY BLUE	132.99	673	89502.27	0.01
	213997	HIGH-WAIST WOVEN LEATHER SLIDES IVORY	131.99	640	84473.60	0.01
	217664	KNIT SWEATER WITH PIPING OLIVE #3	131.00	614	80434.00	0.01
	214247	LIGHTWEIGHT PUFFER JACKET #4	130.99	809	105970.91	0.01
	205029	LINEN LEATHER JACKET BURGUNDY	131.99	725	95692.75	0.01

	Product ID	name ▲	price	total_units_sold	revenue	revenue_percentage
	210677	LINEN MIXED COLLAR WAXED JACKET BROWN	131.95	787	103844.65	0.01
	217463	LINEN STRAP SANDALS STONE	133.95	621	83182.95	0.01
	218725	OVERSIZED SUEDE RETRO SNEAKERS WHITE	132.95	749	99579.55	0.01
	215911	PLEATED PLAID TIE DYE OVERSHIRT BURGUNDY	133.99	741	99286.59	0.01
	207482	QUILTED COLOR BLOCK PUFFER JACKET WHITE	131.00	726	95106.00	0.01
	211261	QUILTED LIGHTWEIGHT PUFFER JACKET ECRU	133.99	746	99956.54	0.01
	215117	QUILTED SUEDE STRAP SANDALS ECRU	132.00	737	97284.00	0.01
	215697	QUILTED WOOL BLEND SUIT JACKET CHARCOAL	132.99	767	102003.33	0.01
	209951	REGULAR ABSTRACT JACQUARD SWEATER KH...	134.99	671	90578.29	0.01
	205528	RIBBED KNIT SWEATER WITH PEARLS NAVY	131.99	780	102952.20	0.01
	212706	RIBBED OVERSHIRT GREY	130.95	694	90879.30	0.01
	203414	SATIN ADHERENT STRIPES SNEAKERS	132.99	670	89103.30	0.01
	206192	SATIN CROPPED OVERSHIRT WHITE	132.95	680	90406.00	0.01
	210969	SATIN SUIT JACKET IN 100% LINEN GREY	132.99	726	96550.74	0.01
	212807	SLIM COLOR BLOCK PUFFER JACKET SKY BLUE	133.00	655	87115.00	0.01
	210029	SLIM PUFFER JACKET WITH POUCH POCKET KH...	134.95	751	101347.45	0.01
	202146	STRETCH ALPACA BLEND OPEN KNIT SWEATER...	133.99	670	89773.30	0.01
	203365	STRETCH FOIL KNIT CROP SWEATER SKY BLUE	132.99	749	99609.51	0.01
	216378	STRETCH SUEDE PENNY LOAFERS BLACK	133.95	658	88139.10	0.01
	218315	STRUCTURED ABSTRACT PRINT T-SHIRT OLIVE	132.99	732	97348.68	0.01
	214956	STRUCTURED MOC-TOE SUEDE BOOTS SKY BLUE	132.95	769	102238.55	0.01

202457	STRUCTURED OVERSIZE FIT T-SHIRT OLIVE	130.95	636	83284.20	0.01
204520	STRUCTURED ZIPPERED WOOL BLEND OVERSH...	130.95	779	102010.05	0.01
146804	SUEDE SNEAKERS	130.99	691	90514.09	0.01
210992	TAILORED WOVEN LEATHER SLIDES	131.99	716	94504.84	0.01
213972	TEXTURED ASYMMETRICAL WOOL AND SILK BL...	132.99	764	101604.36	0.01
203616	TEXTURED MOCK NECK WOOL AND SILK BLEND...	133.99	633	84815.67	0.01
205027	TEXTURED ZIPPERED WOOL BLEND OVERSHIRT...	130.99	725	94967.75	0.01
216935	UTILITY HEART PRINT T-SHIRT OLIVE	130.99	651	85274.49	0.01
214797	UTILITY LIGHTWEIGHT PUFFER JACKET CHARC...	130.95	756	98998.20	0.01

Final Notes

- This analysis underscores the critical role of high-value products in driving overall revenue and profitability for ZARA.
- Data-driven insights provide a solid foundation for strategic decisions across marketing, inventory management, and pricing.
- Leveraging SQL for precise data extraction ensures reliability, efficiency, and actionable outcomes.
- Continuous monitoring and periodic analysis are essential to stay aligned with evolving market trends and consumer behavior.
- The insights presented in this report are intended to support informed decision-making, optimize operational efficiency, and enhance ZARA's competitive advantage in the retail sector.