Zara Sales Analysis – SQL Project

1.Project Overview:

This project focuses on analyzing Zara retail sales data using SQL. It demonstrates database design, data insertion, transaction control, views, stored procedures, and analytical queries to derive business insights.

2.Database Schema:

The database consists of four tables:

- Customers – stores customer demographic details
- Products – contains product information and pricing
- Stores – holds store type and regional data
- Sales_Fact – central transaction table capturing sales details

3.ER Diagram:

The database follows a Star Schema design. Sales_Fact is the central fact table connected to Customers, Products, and Stores through foreign key relationships.

4.SQL Concepts Used:

- DDL & DML statements
- Joins and aggregations
- Transaction Control Language (COMMIT, ROLLBACK, SAVEPOINT)
- Views for simplified reporting
- Stored procedures for reusable logic

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5.Business Insights:

- Revenue analysis by country and region
- Identification of top-selling products
- Comparison of sales by store type
- Customer spending behavior analysis

6.Pushing To GitHub:

- Create a folder with .sql files and README.md
- Run ‘git init’ and ‘git add’.
- Commit with ‘git commit -m’ ’initail commit’.
- Create a GitHub repo and push using ‘git remote add origin <url>’
- Final push with ‘git push -u origin main’

7.Conclusion:

This project demonstrates practical SQL skills required for data analyst roles, covering real-world retail use cases and analytics-focused database design.