

MySQL Sales Performance Analysis Project

Project Objective

Analyze sales data to extract insights on revenue, profit, customers, products, and regional performance using MySQL.

Database Tables

Customers, Products, Orders

Key Analysis Performed

- Total Revenue Calculation
- Monthly Sales Trends
- Top Selling Products
- Customer-wise Sales
- Profit Analysis
- Region-wise Performance

Tools Used

MySQL, SQL Queries, Aggregations, Joins, Window Functions

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