**Project**:-Customer, Product and sales Analysis.

**Project Summary**:-Designed and executed a comprehensive SQL analysis project to enhance business insights . Leveraged SQL queries to extract, transform, and analyze sales, product and customer data resulting in optimized decision-making processes.

**Tools and Technologies Used**

1.SQL

2.MySQL Workbench

3.Excel (For Data Visualization)

**Data Manipulation and Queries**

* Utilized joins to combine data from two or more tables, enabling comprehensive analysis across multiple dimensions.
* Created views to provide simplified and efficient access to frequently queried data, improving report generation efficiency.
* Developed stored procedures to automate repetitive tasks, reducing redundant query writing for diverse customer, product, and market data.
* Applied aggregate functions and mathematical concepts to compute net sales values, providing key financial insights.
* Utilized Window functions to calculate the percentage of net sales by respective regions, enhancing regional performance analysis.

**Visualization**

Generated informative bar charts using Excel to visualize the breakdown of net sales percentages by customer within respective regions. This aided the product owner in gaining a clear understanding of crucial insights.

**Result**

Designed comprehensive reports for:

1.Top 10 Customers

2.Top 10 Products

3.Top 10 Markets

4.Percentage Net Sales by Respective Regions

The generated reports empower the product owner to gain a holistic view of AtliQ Hardware's financial performance. This comprehensive understanding facilitates informed and strategic decision-making.