**DATAMART ANALYSIS**

1. **Data Overview:**

The schema comprises a "weekly\_sales" table, which encompasses various columns including "week date," "region," "platform," "segment," "customer," "transactions," and "sales." This dataset encompasses a demographic element, denoted by "age band," spanning from young adults to retirees. The data within this dataset pertains to the years 2018 through 2020. This dataset is designed to capture and store detailed weekly sales information, forming an integral part of a data mart dedicated to sales-related data analysis.

1. **Project Overview:**

This case study comprises the following sequential processes:

1. **Gathering/Loading Data**: In this initial phase, data is systematically collected and loaded into the designated database.

2. **Cleaning Data**: Following the data gathering and loading process, data is subjected to rigorous cleaning procedures. This involves identifying and rectifying data inconsistencies and errors.

3. **Performing Analysis using SQL Queries (Data Exploration)**: Subsequently, the cleaned data is subjected to in-depth analysis using SQL (Structured Query Language) queries. SQL queries enable the extraction of specific data subsets, aggregation of information, and the generation of insightful reports.

These distinct phases, when executed cohesively, form a structured approach to data analysis, allowing for the extraction of valuable knowledge and actionable information from the raw data.

1. **Data Insights:**

* The total transactions in each year are as follows:

- In **2018**: 34,64,06,460

- In **2019**: 36,56,39,285

- In **2020**: 37,58,13,651

* The Oceania region recorded the highest sales in month number 4, amounting to 2,59,97,67,620.
* The platform-wise total transactions are as follows:

**Retail:** 1,081,934,227

**Shopify:** 5,925,169

* Sales contributions by demographic values are as follows:

1. "Unknown" age\_band and "Unknown" demographic values make the most substantial contributions to Retail sales, totalling **16,067,285,533.**

2. The "Young Adults" age\_band and "Family" demographic have the lowest sales, amounting to **1,770,889,293**.

* In the year 2020, the "**Couple**" demographic has the highest sales percentage, accounting for **36.12%** of the total sales.

These statistics provide valuable insights into transaction volumes, regional sales, platform-specific transactions, and the impact of demographic values on sales across different years, helping to inform business decisions and strategies.