



COFFEE SHOP

SALES REPORT- SQL

BY- ABHAY SAINI



CONCEPT

"The Coffee Shop Sales Report provides an in-depth analysis of sales data using SQL queries. It covers key metrics such as total sales, best-selling products, and customer preferences. The report helps in identifying trends and making data-driven decisions to enhance business performance."



TOTAL ORDERS

```
SELECT  
    COUNT(DISTINCT order_id) AS total_orders  
FROM  
    coffee_report;
```

total_orders
389



Total items sold

```
SELECT  
    SUM(quantity) AS total_item_sold  
FROM  
    coffee_report;
```

total_item_sold
466



Average order value

```
SELECT  
    SUM(revenue) / COUNT(DISTINCT order_id) AS avg_order_value  
FROM  
    coffee_report;
```

avg_order_value
4.774935732647816



Average coffee per order

```
SELECT  
    CAST(SUM(quantity) / COUNT(DISTINCT order_id)  
        AS DECIMAL (10 , 2 )) AS avg_coffee_per_order  
FROM  
    coffee_report;
```

avg_coffee_per_order
1.20



% of sales by item category

```
SELECT
    item_cat,
    ROUND(SUM(item_price * quantity), 2) AS total_sales,
    ROUND(SUM(item_price) * 100 / (SELECT
                                    SUM(item_price)
                                FROM
                                    coffee_report),
    2) AS pct_of_sales
FROM
    coffee_report
GROUP BY item_cat;
```

item_cat	total_sales	pct_of_sales
Hot Drinks	1081.1	58.2
Cold Drinks	582.25	31.35
Snacks	194.1	10.45



% of sales by item size

```
SELECT
    item_size,
    ROUND(SUM(item_price * quantity), 2) AS total_sales,
    ROUND(SUM(item_price) * 100 / (SELECT
        SUM(item_price)
    FROM
        coffee_report),
    2) AS pct_of_sales
FROM
    coffee_report
GROUP BY item_size;
```

item_size	total_sales	pct_of_sales
Large	1136.1	61.16
Medium	721.35	38.84



Total items sold by item category

```
SELECT  
    item_cat, SUM(quantity) AS total_quantity  
FROM  
    coffee_report  
GROUP BY item_cat  
ORDER BY total_quantity DESC;
```

item_cat	total_quantity
Hot Drinks	277
Cold Drinks	154
Snacks	35



Identify top 5 items sold by total orders

```
SELECT  
    item_name, COUNT(DISTINCT order_id) AS total_orders  
FROM  
    coffee_report  
GROUP BY item_name  
ORDER BY total_orders DESC  
LIMIT 5;
```

item_name	total_orders
Cold Mocha	47
White Mocha	42
Cappuccino	40
Lemonade	40
Mocha	38



Identify top 5 items sold by total revenue

```
SELECT  
    item_name, ROUND(SUM(revenue), 2) AS total_revenue  
FROM  
    coffee_report  
GROUP BY item_name  
ORDER BY total_revenue DESC  
LIMIT 5;
```

item_name	total_revenue
Cold Mocha	204.2
White Mocha	197.5
Caramel Macchiato	162.2
Mocha	159.2
Hot Chocolate	155.8



Identify top 5 items sold by total quantity

```
SELECT  
    item_name, SUM(quantity) AS quantity  
FROM  
    coffee_report  
GROUP BY item_name  
ORDER BY quantity DESC  
LIMIT 5;
```

item_name	quantity
Cold Mocha	47
White Mocha	43
Cappuccino	40
Lemonade	40
Latte	38



Any significant trends in sales on day of the week

```
SELECT  
    DAYNAME(created_at) AS weekdays,  
    COUNT(DISTINCT order_id) AS total_orders  
FROM  
    coffee_report  
GROUP BY weekdays  
ORDER BY total_orders DESC;
```

weekdays	total_orders
Monday	81
Saturday	67
Tuesday	64
Friday	62
Thursday	60
Wednesday	55



Number of orders dine-in and take-out

```
SELECT  
    in_or_out,  
    COUNT(DISTINCT order_id) AS orders_dinein_and_takeout  
FROM  
    coffee_report  
GROUP BY in_or_out  
ORDER BY in_or_out DESC;
```

in_or_out	orders_dinein_and_takeout
out	241
in	185



Identify top 5 highest price of items

```
SELECT  
    item_name, item_price  
FROM  
    coffee_report  
GROUP BY item_name , item_price  
ORDER BY item_price DESC  
LIMIT 5;
```

item_name	item_price
Sandwich Ham&Cheese	5.6
Sandwich Salami&Mozzarella	5.5
White Mocha	4.7
Hot Chocolate	4.6
Cold Mocha	4.6



Identify the customers who has ordered more than 2 quantites

```
SELECT  
    cust_name, COUNT(quantity) AS quantity  
FROM  
    coffee_report  
GROUP BY cust_name  
HAVING quantity > 2  
ORDER BY quantity DESC;
```

cust_name	quantity
Riley	24
Quinn	23
Alex	22
Taylor	20
Jordan	19
Jamie	19
Morgan	19
Casey	18
Peyton	15
Cameron	14
Brooke	14
Sam	11
Chris	11
Wendy	7
Harper	6
Pat	6
Avery	5
Ian	4
Tina	4
Victor	4
Mia	4



THANK YOU

